Etihad Airways

Etihad Airways has in the last quarter seen a number of significant developments in product, sponsorship and network development.

While these are challenging times for the aviation industry, the Middle East continues to defy the trend by reporting growth in traffic. Etihad views this as a time of opportunity and has sustained a strategy of measured and controlled growth.

Through continued investment in product, fleet and people, the carrier continues to demonstrate its strong confidence in Abu Dhabi and its future.

Following its record-breaking aircraft order at the Farnborough Airshow in 2008, Etihad Airways placed engine orders for those planes at the Paris Air Show at Le Bourget in June.

If all options and purchase rights are exercised, the total number of engines will be 469, at a list price of US $14 billion, including maintenance contracts.

Etihad recently unveiled new state-of-the-art first and business class cabins to once again raise the bar for in-flight experience.

Recognising the challenges ahead, Etihad is, through its investments and product innovation, establishing the foundations to be an undisputable market leader when the market recovers.

Etihad will also launch flights to Chicago, Cape Town and Hyderabad in third quarter of 2009.

In its five year history Etihad Airways has successfully used sports sponsorship to build its brand. In May, the airline announced its biggest deal to date as official club and shirt sponsor of Manchester City Football Club which plays in the English Premier League.

In addition to the use of the Etihad logo and branding at the City of Manchester stadium, the deal will see the airline and club work together on several projects including tours to Abu Dhabi and community-based schemes for youngsters.

And as the football season is underway, excitement is building as Abu Dhabi accelerates towards the capital’s inaugural Formula 1™ Etihad Airways Abu Dhabi Grand Prix on November 1.
Our nation

Abu Dhabi stole the limelight at the Paris Air Show in June, with a series of deals further cementing the Emirate’s growing status as a global aviation centre.

Abu Dhabi on the rise as aviation hub

Etihad Airways made the biggest headlines at this year’s Paris Air Show with an engine deal worth up to US $14 million, the largest engine order in commercial aviation history.

The airline selected GE Aviation, Rolls-Royce, Engine Alliance and International Aero Engines (IAE) to power the new aircraft it ordered at last year’s Farnborough International Airshow (see page 6).

Meanwhile, Mubadala Development Company signed an agreement with General Electric (GE) to expand the firm’s maintenance, repair and overhaul (MRO) network in the Middle East.

GE Aviation and its affiliates will provide technical support and services to Mubadala’s affiliate MRO companies, Abu Dhabi Aircraft Technologies and SR Technics, including technical and corporate training support, comprehensive material support and the granting of licenses to service certain GE engines.

Under the cooperation agreement, Abu Dhabi Aircraft Technologies will become the world’s first maintenance, repair and overhaul provider for the GE Aviation GE9x engines, an engine Etihad has ordered to power its 15 new Boeing 787 aircraft.

Abu Dhabi Airports Company (ADAC) also made a number of important announcements in Paris, including a deal to develop a major aviation and aerospace centre at Al Ain International Airport.

Home from home for Manchester City FC

Abu Dhabi will become the second home of Manchester City Football Club after an agreement between Etihad Airways – the club’s new shirt sponsor - and the UAE football association.

As part of a recent visit to Abu Dhabi, the club announced it will play an annual friendly in the UAE’s capital.

The club also confirmed that the squad would attend an annual winter training camp at a new purpose-built facility at the world famous Emirates Palace hotel.

During the visit, the club paraded latest signings Carlos Tevez, Roque Santa Cruz and Gareth Barry together for the first time. The trio signed autographs and also took part in a Q&A session with Etihad staff at the airline’s new HQ as part of a whistle-stop tour.

The two agreements follow the announcement in May of a major shirt sponsorship deal between City and Etihad Airways, which will see the national airline’s logo appearing on the club’s shirts for the next three years.

Irena HQ comes to UAE

Abu Dhabi will be the new home for the headquarters of the International Renewable Energy Agency (Irena) in a move which reflects the strong commitment the United Arab Emirates has shown towards sustainability and renewable energy.

The headquarters will be housed in Masdar City, the world’s first carbon neutral city, based on the outskirts of Abu Dhabi and close to the airport.

The agency will advise governments on technical and financial issues linked to renewable energy and promote such technology in developing countries.

Etihad Airways already enjoys a close partnership with Masdar and is working together on a number of joint projects.

Zayed National Museum teams up with the British Museum

Abu Dhabi’s Tourism Development and Investment Company (TDIC) has hired the British Museum as a consulting partner for the eagerly anticipated Zayed National Museum. The Zayed National Museum, due to open in 2013, is set to become a place of national inspiration and pride, as well as an international cultural attraction.

The British Museum will help set up the new institution’s governing body and it will advise on several areas, from design and construction to educational and curatorial programming.

The museum, designed by renowned architect firm Foster and Partners, will sit alongside the Louvre Abu Dhabi, the Guggenheim Abu Dhabi and the Performing Arts Centre in the bustling cultural district on Saadiyat Island.

Abu Dhabi facts

Population 1.4 million
Currency Dirham (Dh)
Land 67,340 sq km
GDP Dh 367 bn (USD100 bn)
Investment USD200 bn (Dh 735 bn) will be invested in Abu Dhabi during the next 10 years
Airport Abu Dhabi airport
Airport capacity 12 million passengers

A glimpse of how Abu Dhabi’s cultural district will look

A Home from home for Manchester City FC

Manchester City’s star players received a warm welcome
Our business

Etihad Airways continues to perform robustly despite the difficulties the aviation industry is facing globally.

Controlled and sustainable growth

The first six months of 2009 saw the number of passengers carried by Etihad Airways increase by eight per cent to 3.01 million passengers, compared to 2.78 million during the same period in 2008.

Load factors continue to hold up well. Across its network of more than 50 destinations, the airline achieved an average load factor of 72 per cent for the first half of the year which, despite the most challenging of conditions, was just a single percentage point below last year.

The airline will continue to expand during the second half of 2009 in a measured and controlled manner and expects to carry close to seven million passengers by the end of the year.

Seven new aircraft arrivals during the second half of 2009 will boost the airline’s fleet to 52 and allow it to launch flights to Chicago, Cape Town and Hyderabad as well as increase frequencies on many existing routes. The three new cities will bring to 57 the number of destinations served by Etihad.

The new winter flying schedule, which commences at the end of October, will be almost 15 per cent larger than the same period last year. Etihad will operate 950 weekly flights.

Record July

Etihad enjoyed its busiest month ever in July 2009 with more than 616,000 passengers flying onboard the airline’s flights, a nine per cent increase on passenger numbers for July 2008.

The highlight of the month was Friday July 31 when a record 21,640 passengers, with a load factor of 90.3 per cent, flew with Etihad to make it the airline’s busiest day in its five year history.

The month of July saw Etihad’s 900 weekly flights – a 20 per cent increase on the number of weekly flights operated in July 2008 – fly at an average of 82 per cent full.

IATA revises 2009 loss forecast to US $9 billion

The International Air Transport Association (IATA) has recently revised its airline financial forecast for 2009 to a global loss of US $9 billion – nearly double the association’s March estimate of a US $4.7 billion loss, reflecting a rapidly deteriorating revenue environment.

Despite the difficulties the industry is facing globally, the Middle East is expected to be the only region with demand growth in 2009 (+1.2 per cent). But this will be overshadowed by the impact of a 3.8 per cent increase in capacity. While this is significantly below the double-digit growth of previous years, the region continues to add capacity ahead of demand.

Etihad Airways also aims to increase its passenger numbers this year by 15 per cent to a total of seven million. The airline will expand its global flight network to 57 destinations during the year as well as grow its fleet to more than 50 aircraft.

Emiratisation

A key business objective of Etihad Airways is to ensure that UAE nationals play a significant role within the company. Despite being less than six years old Etihad, the national airline of the UAE, has established a comprehensive Emiratisation unit and invests heavily in recruitment and training of UAE nationals.

In the past 12 months alone, Emiratis have moved up from eighth place to fifth in the table of nationalities working at Etihad. Etihad currently has 227 Emirati employees.

Future targets aim towards ensuring UAE nationals make up 15 per cent of the Etihad workforce by 2012.

Etihad Airways has four streams within its Emiratisation programme: cadet pilots, graduate managers, engineers and call centre.

Etihad Airways invited to join IATA security committee

Etihad has become the first airline in the Middle East to join the IATA Working Group Committee for Security.

The airline will be represented on the committee for two years by Mohamed Abubaker Al Farea, Etihad Airways’ vice president of corporate safety, security and quality.

The group is tasked with providing technical advice and working with IATA management on issues and campaigns relating to security in pursuit of safe, secure and efficient air transport.

Etihad has achieved average seat factors of 73 per cent so far in 2009.
Our hub

Etihad Airways has ushered in a new era in the way it manages its global flight programme with the opening of a state-of-the-art network operations centre (NOC).

New centre boosts network control

Since its launch in 2003, Etihad has added more than 50 destinations to its network, becoming the fastest-growing commercial airline in aviation history. In 2008, Etihad carried more than six million passengers and has set its sights on carrying seven million passengers in 2009.

As the fleet increases, along with destinations served the growing success of the airline adds complexity and challenges to the airline’s operations.

The new NOC brings key operations stakeholders into a single, purpose-built facility designed to enhance the airline’s ability to control the Etihad Airways network.

For the first time, the NOC brings together key people from the airline’s operational areas under one roof.

It means a new and improved way of controlling and managing the airline’s operations, 24 hours a day, 365 days a year.

The new NOC opened in July, replacing an outdated facility in Terminal 1 of Abu Dhabi airport. It is integrated into the airline’s new head office, where it sits at the heart of the organisation.

With this move the airline has created a single, purpose-built facility, designed to enhance its ability to affect control over the Etihad network.

It is the nerve centre of the operation, acting as the central point within Etihad for communication between all operational areas, maintenance, management and suppliers.

Together these areas work to provide information, identify risks to the smooth running of the operation and take decisions to address issues quickly and efficiently.

Our fleet

Etihad Airways has selected GE Aviation, Rolls-Royce, Engine Alliance and International Aero Engines (IAE) to power the new aircraft it ordered at last year’s Farnborough International Airshow.

Under the bonnet

The firm order made at June's Paris Air Show comprises 239 engines, which include 19 spares, and is worth US $7 billion at list prices, including maintenance contracts.

The new aircraft, and the engines that will power them, are scheduled for delivery between 2011 and 2020.

If all options and purchase rights are exercised, the total number of engines will be 469, at a list price value of US $14 billion including maintenance contracts.

Paris Air Show order:

- 78 GEnx engines, to power Etihad’s 35 new Boeing 787 aircraft
- 45 Engine Alliance GP7200 engines, to power its 10 new Airbus A380 aircraft
- 44 International Aero Engines IAE V2500 engines, to power its 20 new narrow-body Airbus A320 aircraft
- 50 Rolls-Royce Trent XWB engines, to power its 25 new Airbus A350 aircraft
- 22 CF34 engines, to power its 10 new Boeing 777-300ER aircraft

A key selection criterion in all of the deals has been the environmental performance of the engines.

The engines Etihad has chosen for its wide-body long range aircraft are amongst the most technically advanced and fuel-efficient available and will help maintain the airline’s fleet as one of the greenest in the sky.

The IAE V2500 engine to power its new fleet of 20 Airbus A320-family aircraft are particularly suitable for Middle East operations and are able to perform consistently well in high temperatures. The airline already operates a fleet of ten V2500-powered aircraft with three more to be delivered later this year.

Paris Air Show order:

- 78 GEnx engines, to power Etihad’s 35 new Boeing 787 aircraft
- 45 Engine Alliance GP7200 engines, to power its 10 new Airbus A380 aircraft
- 44 International Aero Engines IAE V2500 engines, to power its 20 new narrow-body Airbus A320 aircraft
- 50 Rolls-Royce Trent XWB engines, to power its 25 new Airbus A350 aircraft
- 22 GE90 engines, to power its 10 new Boeing 777-300ER aircraft

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Growth of fleet

<table>
<thead>
<tr>
<th>Aircraft</th>
<th>Current fleet (end of August 2009)</th>
<th>Arrivals (remainder of 2009)</th>
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<tr>
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</tr>
<tr>
<td>Total</td>
<td>46</td>
<td>6</td>
</tr>
</tbody>
</table>

On time departures within 15 minutes – 87%
On time arrivals within 15 minutes – 84%
Number of daily flights (movements in total) – 122
Number of weekly flights – 852

Etihad Airways’ performance (1 January 2009 to 31 July 2009)

- Number of monthly flights – 3,692
- Passengers carried in a month – 528,262
- Monthly cargo volume – 17,726 tonnes

Etihad Airways’ performance (1 January 2009 to 31 July 2009)

- On time departures within 15 minutes – 87%
- On time arrivals within 15 minutes – 84%
- Number of daily flights (movements in total) – 122
- Number of weekly flights – 852

Etihad Airways has by过了 in a new era in the way it manages its global flight programme with the opening of a state-of-the-art network operations centre (NOC).
Our network

Etihad Airways will reach 57 destinations by the end of 2009 with launch of Chicago, Cape Town and Hyderabad.

Focus on...

Istanbul, Turkey

City population 12.6 million
Currency Turkish lira
Land 1,810.9km²
Country GDP $784,228 billion
Tourist attractions
Istanbul is perhaps best known for its bustling bazaars but it holds many other attractions for visitors, from notable buildings reflecting the city’s rich Ottoman heritage, to some of the world’s most happening night spots. By exploring the bazaars, visitors will gain insight into the local culture. The ‘Hammam’, or bath house, also holds an important place in the Turkish way of life and a visit to one should not be missed. At night, the city swings into action and the stylish galleries, restaurants and bars are second to none.

Business attractions
Istanbul has always been the financial capital of Turkey, even after Ankara became the new political capital in 1923. Originally established as the Ottoman Stock Exchange in 1866 and reorganised to its current structure at the beginning of 1986, the Istanbul Stock Exchange (ISE) is the sole securities market of Turkey. The city generates 55 per cent of Turkey’s trade and more than 21 per cent of Turkey’s GDP.

Number of weekly Etihad flights from Abu Dhabi
Four
Airport name Atatürk International Airport

Cyprus

City population 794,000
Currency Euro
Land 9,251 km²
Country GDP $24,943 billion
Tourist attractions
The island of Cyprus is like a large open air museum with evidence of its past making it a mosaic of different civilisations and periods. Cyprus enjoys an intense Mediterranean climate with long dry summers, mild winters and short autumn and spring seasons. It offers a variety of world-class clean beaches and it is a home to sea caves and rocky coves.

Business attractions
The Cypriot economy is prosperous and has diversified in recent years. It has been sought after as a base for several offshore businesses for its highly developed infrastructure. Oil has recently been discovered in the seabed between Cyprus and Egypt, and talks are underway between Lebanon and Egypt to reach an agreement regarding the exploration of these resources. The seabed separating Lebanon and Cyprus is believed to hold significant quantities of crude oil and natural gas.

Number of weekly Etihad flights from Abu Dhabi
Three
Airport name Larnaca International Airport

The launch in September of Chicago, USA, and Cape Town, South Africa, followed in November by Hyderabad in India, will bring to 57 the number of destinations worldwide served by Etihad Airways.

Etihad also continues to build its codeshare agreements, most recently with the announcement of a new tie-up with American Airlines.

The agreement will extend further the two airlines’ global networks by providing easy access between Abu Dhabi and key US cities, including Washington, Los Angeles, San Francisco and Houston which have previously been unavailable to Etihad customers.

In turn, American Airlines will place its own ‘AA’ code on services operated by Etihad Airways between Abu Dhabi and New York, Chicago, Paris, Dublin, Frankfurt, Manchester and Milan.

The agreement becomes the 18th codeshare deal between Etihad Airways and other airlines. Etihad has also signed new codeshare agreements recently with Ukraine International Airlines, Turkish Airlines and Cyprus Airways.

Growing network

The growth of destinations

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of destinations</th>
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</tr>
<tr>
<td>2004</td>
<td>17</td>
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</tr>
<tr>
<td>2006</td>
<td>37</td>
</tr>
<tr>
<td>2007</td>
<td>50</td>
</tr>
<tr>
<td>2008</td>
<td>57</td>
</tr>
<tr>
<td>2009</td>
<td>57</td>
</tr>
</tbody>
</table>
Etihad Airways has redefined luxury air travel with its new first class suite. The new cabin contains 12 individual suites, designed to provide first class customers with more privacy, greater comfort and increased storage.

**Etihad goes for gold with new first class**

The highlight of the US $70 million (Dh 257 million) first class revamp is an extra large seat that extends to a fully-flat bed.

Meals are served any time on an extra large wood finished table and a privacy screen for centre seats can be lowered to allow a dining space for up to four people.

The cabin interior was created by craftsmen from some of the world's top designers, including luxury leather upholstered by Italian company Poltrona Frau, which also provides interiors for Ferrari cars.

The first aircraft fitted with the new first class entered service in September 2009.

Etihad is also upgrading its business and economy class cabins, including improvements to the seats and the on-demand in-flight entertainment system.

The full roll-out of the new first class suites in the airline’s fleet is expected to be completed by the end of 2010.

**New first class cabin highlights:**

- 82 inches long private suite with a 68.5 inches fully-flat bed, with bed width of 29.75 inches
- Each suite with Arabic styled sliding privacy doors
- 23 inch personal TV/video screen, with in-flight entertainment system that allows customers to pause, stop, fast-forward or rewind up to 600 hours of films, TV and radio programmes and play games
- Personal beverage compartment
- Illuminated wardrobe with a personal mirror
- In-seat power sockets for PCs, iPod connector, USB ports, Ethernet port and audio jack
- Luxury changing room with full length mirror, raised wash basin and leather fold-down seat
- Luxury soft furnishings and designer amenity kits

**Etihad experience comes to life**

Etihad has launched an advanced new online micro-site to showcase its award-winning products in the air and on the ground.

‘Experience Etihad’, a fully interactive 3-D tour, offers a unique insight into the airline’s services across all three aircraft cabins, as well as airport lounges and limo and coach services.

Among the highlights is a detailed demonstration of Etihad’s new first class suite. The micro-site also features video interviews with Etihad Airways’ onboard food and beverage managers.

The site is available in English, French and German, with Arabic to follow soon. Click on the ‘interactive tour’ link at the bottom of the Etihad Airways home page at etihadairways.com

**First overseas Etihad premium lounge opens**

Etihad Airways has opened its first dedicated premium lounge outside the UAE in Frankfurt, Germany. The new lounge is a significant milestone in Etihad’s development and a step forward in the airline’s commitment to deliver products and services of the highest possible standards.

The luxurious lounge opens three hours prior to the departure of Etihad Airways flights, giving passengers an ideal opportunity to relax in style. It offers five-star dining and a range of entertainment options.

The lounge in Frankfurt will be followed by others in international markets, including Terminal 4 at London Heathrow, where Etihad relocates to at the end of September 2009.

**Lounge service for families**

Etihad has extended its services for premium passengers who depart from or transit through Abu Dhabi airport with the introduction of specially trained nannies in its lounges in Terminal 3.

The nannies meet and greet parents and children at the lounge entrance before taking them to the family room with their parents consent. There, the children can play with the toys, read books and watch television all under supervision of the nannies who have professional training in childcare and first aid. Many of the nannies have backgrounds in the hospitality industry, including at five star hotels in the Middle East.

**Your car is waiting…**

Passengers travelling with Etihad in first or business class will soon be able to book their limousine service online using etihadairways.com

The complimentary service collects passengers from their door and brings them to the airport where the car is met kerb-side by one of the airline’s concierges, who escorts them to premium check-in. The new online service will be available in the UAE first before being rolled out to other key markets.
One of Etihad Airways’ Irish cabin crew members has been chosen to represent the United Arab Emirates at this year’s Rose of Tralee Festival in Ireland.

Ms. Clodagh Fleming, who works as a cabin manager, saw off stiff competition from dozens of other women to win the recent Dubai Rose Festival. Clodagh, from Ballina in County Mayo, will now travel to Tralee in the south west corner of Ireland to compete alongside 49 other contestants from around the world for the coveted title of Rose of Tralee, which celebrated its Golden Jubilee 50th Anniversary in August.

Our people

A key business objective of Etihad Airways is to ensure that UAE nationals play an increasingly bigger role in the company.

First Emirati graduate managers complete training

Etihad Airways’ first group of Emirati graduate managers has successfully completed the airline’s graduate management development programme (GMDP).

The 12 Emirati graduates, who started the 18 month course in October 2007, have now taken up positions across the Etihad global network.

Haitham Subaihi, 24 years old and from Abu Dhabi, has the role of business development manager in New York. He said: “The graduate management development programme proved highly challenging but we are delighted to have completed our training and I now look forward to flying the flag for Etihad in the USA.”

The GMDP, one strand of Etihad’s Emiratisation programme, involves a combination of classroom learning and hands-on experience. The programme delivers a business-related, internationally accredited qualification, which is underpinned by National Vocational Qualifications (NVQ).

Each graduate spends time in a variety of Etihad departments finding out about all aspects of the airline’s business, including customer service, sales and marketing, reservations, pricing and ticketing, network and schedule planning, finance and human resources.

Emirati milestone

Etihad’s Emiratisation programme recently passed a major milestone with the news that 150 UAE national trainees now work for the airline.

The scheme now boasts 87 cadet pilots, 34 graduate managers and 29 technical engineers. The 125 men and 25 women are currently training in Abu Dhabi with the aspiration to pursue a challenging career with Etihad Airways.

Since the programme began in 2007 one group of cadet pilots and one group of graduate managers have passed through the Etihad training academy and are now deployed in posts across the airline.

Growth of Etihad staff

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>1,761</td>
</tr>
<tr>
<td>2005</td>
<td>2,116</td>
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<td>2007</td>
<td>5,524</td>
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<tr>
<td>2008</td>
<td>7,859</td>
</tr>
<tr>
<td>2009</td>
<td>7,557</td>
</tr>
</tbody>
</table>

Etihad teams-up with Higher Colleges of Technology

Etihad has signed a Memorandum of Understanding with the Higher Colleges of Technology (HCT) in the UAE to provide its students with opportunities to develop skills for future careers in aviation. The agreement supports the development of the UAE national workforce by providing students with the skills and knowledge required to pursue a career in aviation engineering technology.

At the forefront will be work placements by HCT students with Etihad that will take place during their courses. Specialist seminars and workshops in areas such as engineering, business administration, hospitality and human resource management will also be offered to the students.

HH Sheikh Nahyan bin Mubarak Al Nahyan, Higher Education and Scientific Research Minister and Chancellor of the HCT, said: “This new agreement will play an important part in the development of the national workforce in the field of aviation. Etihad Airways has established itself as a leading global company and the partnership with the HCT will be mutually beneficial to both organisations and in the long term the UAE as a whole.”

Emirati cabin crew member set to soar in Irish festival

One of Etihad Airways’ Irish cabin crew members has been chosen to represent the United Arab Emirates at this year’s Rose of Tralee Festival in Ireland.

Ms. Clodagh Fleming, who works as a cabin manager, saw off stiff competition from dozens of other women to win the recent Dubai Rose Festival.

Clodagh, from Ballina in County Mayo, will now travel to Tralee in the south west corner of Ireland to compete alongside 49 other contestants from around the world for the coveted title of Rose of Tralee, which celebrated its Golden Jubilee 50th Anniversary in August.

New appointments

Belinda de Rome has been appointed as Etihad’s new senior vice president to lead its award-winning corporate communications team. Ms de Rome will be based at Etihad’s headquarters in Abu Dhabi and report to James Hogan, the airline’s chief executive.

Previously she held the position of head of corporate communication at Qantas Airways in Australia.
Our sponsorships

Etihad Airways has continued to strengthen its impressive sponsorship portfolio with a three-year deal to be the official shirt sponsor and partner of English Premier League football team Manchester City.

Blues skies ahead

The Etihad Airways logo will appear on the front of Manchester City shirts from the start of the 2009/2010 football season.

The three-year partnership was announced in May at the City of Manchester Stadium by Etihad Airways’ Chief Executive, James Hogan, Manchester City FC Chief Executive Garry Cook and Sir Howard Bernstein, Chief Executive of Manchester City Council.

The new partnership marks the beginning of what Etihad hopes will become a strong and lasting relationship with the club.

As well as having the Etihad logo on the club’s shirt, there will also be Etihad Airways branding at the City of Manchester stadium, on its website, match day programmes and merchandise.

Etihad Airways and Manchester City FC will work together on building ties between Abu Dhabi and Manchester, especially with youngsters, through the airline’s highly successful soccer school programmes.

British and Irish Lions star jets into Abu Dhabi

Harlequins and England rugby player Ugo Monye has joined the long and impressive list of sporting stars and personalities to have visited Abu Dhabi in recent times.

The jet-heeled wing, who was the leading try scorer for the British and Irish Lions on their recent tour to South Africa, enjoyed a short break to the UAE’s capital where he was hosted by Etihad Airways, one of Harlequins’ major sponsors.

Ugo is the latest in a series of world famous sport stars to visit the UAE’s capital thanks to Etihad’s growing sports sponsorship portfolio.

Etihad’s first major sports sponsorship in the UK was the three-year deal with Harlequins, which was signed in July 2007. This deal sees the Etihad logo on the team’s shirts as well as at the Twickenham Stoop stadium in London.

Focus on...  

Etihad Guest Programme

Etihad Airways’ innovative loyalty programme has been voted the best in no less than four separate categories at this year’s ‘Freddie’ awards which are organised by US-based InsideFlyer magazine to recognise the travel industry’s best frequent flyer programmes.

Etihad Guest picked up ‘Best Website’, ‘Best Member Communication’, ‘Best Bonus Promotion’ and ‘Best Award Redemption’ awards for the Europe, Middle East and Africa region. The programme also claimed runners up spot in three other categories: Best Award, Best Customer Service and Programme of the Year.

The Freddie awards ceremony took place in Fort Lauderdale, Florida with more than 700,000 votes submitted from members of travel loyalty programmes from across the world.

Etihad Guest was launched in August 2006 and has quickly established itself as one of airline industry’s fastest-growing and most innovative loyalty programmes, boasting more than 625,000 members.

Etihad Holidays

Etihad Holidays has launched two new summer programmes for 2009, one for the Middle East, Asia and Australia and another for Europe, North America and Africa.

The move to publish two outbound programmes takes into account Etihad Airways’ increasing flight network and contains new concepts such as “signature” hotels in many of the destinations as well as the opportunity to upgrade flights and holiday accommodation.

The brochures, which follow the opening of the Etihad Holidays shops in Abu Dhabi, Dubai and Al Ain, feature holidays to 28 destinations in 10 countries with 129 hotels to choose from. The Middle East and Australia and Africa offer holidays in 23 destinations located in 12 countries in Europe, America and Africa.

Both publications are available in English and Arabic and are also published on the Etihad Holidays website which offers a range of user friendly features as well as the latest special offers.

Etihad Crystal Cargo

Etihad Crystal Cargo continues to play its part in the development of Abu Dhabi as a global cultural centre and recently completed the shipment of priceless artworks for the UAE capital’s latest exhibition, Talking Art Louvre Abu Dhabi.

The collection was flown over by Etihad Crystal Cargo to Abu Dhabi in several shipments from Frankfurt and Paris. Etihad used a combination of passenger and cargo aircraft for the important project, including an Airbus A340 and MD11F.

The exhibition, held at the Emirates Palace, was opened in June by HH Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces and French President, Nicolas Sarkozy.

Etihad Crystal Cargo last year successfully carried eight shipments, consisting of 116 pieces of art, for the Picasso exhibition.

Despite the tough economic conditions Etihad Crystal Cargo has experienced a very busy first six months in 2009 carrying more than 130,000 shipments with a total volume of more than 100,000 tonnes.

In July Etihad Crystal Cargo launched a new service for its wholesale cargo customers, Express to Door (OpenDoor) is a new ‘airport-to-door’ cargo product available to customers in the Far East, South Asia, Middle East (except UAE) and Africa wishing to transport express cargo to all countries in Europe and North America.

The service offers a swift and convenient ‘airport-to-door’ service, transporting goods from the shipment’s airport of origin direct to the customer’s chosen delivery address.

Key features of the new product are:

• Special handling
• Safe and reliable delivery
• Track and trace, via SMS and Etihad’s website
• Direct delivery to the customer’s door
• Proof of delivery with signature

Etihad Holidays

Focus on...  

Etihad Guest Programme

Etihad Airways’ innovative loyalty programme has been voted the best in no less than four separate categories at this year’s ‘Freddie’ awards which are organised by US-based InsideFlyer magazine to recognise the travel industry’s best frequent flyer programmes.

Etihad Guest picked up ‘Best Website’, ‘Best Member Communication’, ‘Best Bonus Promotion’ and ‘Best Award Redemption’ awards for the Europe, Middle East and Africa region. The programme also claimed runners up spot in three other categories: Best Award, Best Customer Service and Programme of the Year.

The Freddie awards ceremony took place in Fort Lauderdale, Florida with more than 700,000 votes submitted from members of travel loyalty programmes from across the world.

Etihad Guest was launched in August 2006 and has quickly established itself as one of airline industry’s fastest-growing and most innovative loyalty programmes, boasting more than 625,000 members.

Etihad Holidays

Etihad Holidays has launched two new summer programmes for 2009, one for the Middle East, Asia and Australia and another for Europe, North America and Africa.

The move to publish two outbound programmes takes into account Etihad Airways’ increasing flight network and contains new concepts such as “signature” hotels in many of the destinations as well as the opportunity to upgrade flights and holiday accommodation.

The brochures, which follow the opening of the Etihad Holidays shops in Abu Dhabi, Dubai and Al Ain, feature holidays to 28 destinations in 10 countries with 129 hotels to choose from. The Middle East and Australia and Africa offer holidays in 23 destinations located in 12 countries in Europe, America and Africa.

Both publications are available in English and Arabic and are also published on the Etihad Holidays website which offers a range of user friendly features as well as the latest special offers.

Etihad Crystal Cargo

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Etihad Holidays
Focus on...

Formula 1™ Etihad Airways Abu Dhabi Grand Prix

Ferrari drivers give ‘thumbs up’ to Yas Marina Circuit

In the build-up to the inaugural Formula 1™ Etihad Airways Abu Dhabi Grand Prix, between 30 October and 1 November, Ferrari drivers Kimi Raikkonen and Felipe Massa have both paid a visit to the highly anticipated Yas Marina Circuit.

In addition to a tour of the new circuit both Kimi and Felipe were treated to a more unusual view of the track when they experienced a session in one of Etihad’s full flight simulators at the airline’s training academy in Abu Dhabi.

Kimi Raikkonen said: “It’s the most incredible circuit. Abu Dhabi will definitely become regarded as one of the best in Formula 1™. I am really looking forward to coming back here in November. It’s a fantastic place with great facilities here for the drivers.”

Tickets are on sale for the Grand Prix and can be purchased at www.yasmarinacircuit.com and at the five Etihad Holidays shops in Abu Dhabi, Dubai and Al Ain.

Abu Dhabi set to have iconic new lifestyle venue: ‘The Wing’

A stunning new addition to the skyline of Abu Dhabi is taking shape on the Corniche. Named ‘The Wing’, this unique venue is destined to become an iconic social and architectural fixture for residents and visitors in the Capital.

The front wing of a Formula One racing car inspires the design of this multi-functional venue – a combination of restaurant lounge, boutique, auditorium, meeting and function facilities. Throughout, the flexible design and layout of the building allows uninterrupted panoramic views of the Corniche.

Developed by Aldar Properties PJSC and operated by Abu Dhabi Motorsports Management, The Wing will link the city to Yas Marina Circuit, the venue for the first Formula 1™ Etihad Airways Abu Dhabi Grand Prix.

Yas Marina Circuit’s ‘Virtual Driver Experience’ Goes Live

Motorsports fans around the world can now drive the spectacular new Yas Marina Circuit, before the professional drivers arrive for the first Formula 1™ Etihad Airways Abu Dhabi Grand Prix in November.

Yas Marina Circuit’s ‘Virtual Driver Experience’ provides a unique opportunity to experience the adrenaline rush of the most anticipated race-track in the world and see some of its special features from the driver’s perspective.

Navigate the tricky hairpin inside the arena atmosphere of the North Grandstand, reach maximum speed on F1’s longest straight, wind around the multiple turns of Yas Marina, and pass underneath The Yas Hotel.

The Virtual Driver Experience can be played online by visiting www.yasmarinacircuit.com.

Etihad Airways has added another award to its trophy cabinet with the prestigious SABRE award for Best Corporate Media Relations.

The award recognises Etihad’s Corporate Communications team’s many achievements and initiatives, including this quarterly publication, the introduction of new online tools – including a ‘Media Centre’, which provides global media with a one-stop-shop for information and photography, and an ‘Issues Centre’ which ensures consistent, accurate and timely exchange of information across the airline’s international network of public relations agencies.

The SABRE awards strive to promote innovation, quality and professionalism within the communications industry, and the annual award ceremony has become one of the most coveted awards events in the public relations industry.

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More about Etihad

Etihad Airways offers an information resource for members of the media, containing news and information about the airline. You can register quickly and simply at www.etihadmediacentre.com to see press releases, backgronders and biographies, and images of the airline’s operations.