

OUT OF HOME

Etihad Airways takes off to Europe for mobile cabin display

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Etihad's The Residence lounge area

By STAFF REPORTS

United Arab Emirates airline Etihad Airways is touring Europe to showcase its cabin options and inflight service elements.

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The Etihad Airways Mobile exhibit will visit nine key markets in Europe so that consumers and commercial partners there will have a better understanding of what the airline is capable of offering during a flight. While Etihad Airways is technically a commercial airline, its dedication to quality and service while seated on board in its first class cabins rivals that of a private aviator.

Mile-high club

During its European tour, Etihad Airways will recreate its The Residence, a three-room cabin ([see story](#)), and the First Apartment, both housed on a traditional commercial plane. Both The Residence and First Apartment are available onboard the airline's A380 fleet and the B787 First Suite.

Etihad Airways is also using this mobile tour as an opportunity to display its Business Studio and Economy Smart Seat to present a well-rounded representation of the airline to

European travelers.



Etihad Airways' promotional image for the First Apartment

In a statement, Peter Baumgartner, Etihad Airways' COO, said, "Our cabin products have captured the world's imagination, setting a new standard in sophisticated flying. The Etihad Airways Mobile Exhibition will give our corporate and industry partners an understanding of the innovation and creativity which went into designing these industry-leading cabins."

The tour departed for Zurich, Switzerland's commercial capital, on Sept. 24, just as the Zurich Film Festival, of which Etihad Airways is a major sponsor, is about to begin. Mr. Baumgartner explained in his statement that Switzerland was chosen as the tour's launching point due to the country's alignment with design, craftsmanship, hospitality and generosity of spirit, all core elements of Etihad Airways.

After Zurich, the Etihad Airways Mobile Experience makes stops in Munich, Frankfurt, Hannover and Düsseldorf, Germany; Paris, Lyon, Strasbourg and Cannes, France; and Milan, Turin and Bologna, Italy before ending in Amsterdam on Dec. 14.

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