WOW air to Add Los Angeles and San Francisco Routes in 2016!

Thursday 5 November, 2015

WOW air, the ultra-low-cost transatlantic airline from Iceland, is to begin flying to the US West Coast in summer 2016 with Los Angeles and San Francisco confirmed as their fifth and sixth destinations in North America. The routes will be serviced by three new Airbus A330-300 aircraft, the first wide-body planes in the WOW air fleet, which will each carry 340 passengers in a single-class configuration. The routes will connect with daily flights to Keflavik from London Gatwick (and other WOW air destinations in Europe), allowing Brits to travel with the airline to Los Angeles four times per week and San Francisco five times a week, all year round.

Skúli Mogensen, founder and CEO of WOW air, said: “We are thrilled to add Los Angeles and San Francisco to our fast growing network. This is a game changer for WOW air as we cement ourselves as the industry leader in the ultra-low-cost long haul category. With the addition of these long range A330-300 aircraft to our fleet, we will be able to offer fares from Europe to the US West Coast far cheaper than our competitors whilst maintaining great service with a smile, as we did with our routes to Boston, Washington DC, Toronto and Montreal.

“We have had a tremendously positive response to our low prices on our current transatlantic routes and this gives us confidence that passengers will take up the chance to travel even further afield. Equally, we're sure Californians will welcome our super low fares to Europe.”

WOW air's expansion to California follows the successful launch of transatlantic services from London Gatwick to Boston and Washington DC in early 2015 and the announcement that the airline would begin flying to Montreal and Toronto in May 2016, all via Iceland and with fares as low as £99. The existing US services now operate year round and maintain consistent carrier loads of 90% plus. WOW air's entry to the market has already brought prices down industry-wide by 30% between Boston and Iceland and by 14% on flights between Boston and the UK.

Launched in November 2011, WOW air now connects twenty destinations across the US and Europe with the Icelandic capital. WOW air's annual passenger capacity will more than double in 2016 to over 1.8 million, up from approximately 840,000 in 2015.

WOW air's A330-300 aircraft will host a single-class configuration with a capacity of 340 passengers. Seat pitch will vary from 30 inches as standard to 34 inches at an additional charge.

For more information on flights to Iceland and North America please visit www.wowair.co.uk.

Tickets to San Francisco and Los Angeles will go on sale in January 2016.

-Ends-

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About WOW air

WOW air is Iceland's only low-cost airline and the most punctual, with 92% of flights arriving on time in 2014.

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WOW air offers the lowest fares, a modern fleet with the lowest emissions and the biggest smile; this is the WOW air promise to its valuable customers.

WOW air flies daily from London Gatwick to Reykjavik with twice-daily flights currently on Sunday, Monday and Thursday.

As of Spring 2015, the airline services 20 destinations across Europe and North America including London, Paris, Berlin, Copenhagen, Washington DC and Boston.

Created in November 2011 by Icelandic entrepreneur Skúli Mogensen, the purple airline flies Airbus A320 aircraft across Europe and Airbus A321 aircraft that service its transatlantic routes.

WOW air was ranked as the 7th best low-cost airline in Europe at the 2013, 2014 and 2015 Skytrax World Airline Awards and was the youngest airline in the top ten.

For more information: www.wowair.co.uk

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