

British Airways offer MAXjet passengers a New Year helping hand



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Press Release Author: [British Airways](#)

Industry: [Consumer Services](#)

Press Release Summary: Passengers of the airline MAXjet will have a happier start to 2008 thanks to a special New Year's offer from British Airways

Press Release Body: **British Airways** is offering passengers of the bankrupt airline **MAXjet** a special New Year's offer to help them have a happier start to 2008.

The airline is offering customers of the US based airline booked to travel after December 24 the opportunity to book [Club World](#) (business class) return tickets from [London Heathrow to New York](#) for £1,000 and [London Heathrow to Los Angeles](#) for £1,250.

The tickets are available for sale until January 11, 2008, for travel throughout 2008.

Steve Cassidy, GM long-haul sales, said: *"We understand that this may be an uncertain time for customers who were booked to travel with **MAXjet**. We are pleased to be able to offer them an alternative with British Airways."*

He continued, *"Our special New Year offer is available to any **MAXjet** customer who was due to travel after December 24, 2007."*

*"**British Airways** offers customers a truly upgraded experience with our award-winning new **Club World cabin**, a superior network and schedule and our frequent flyer programme, the **Executive Club**, which rewards our most regular customers when they fly.*

*"**British Airways' £100 million investment in its new Club World** is available on most British Airways flights between London Heathrow and New York and all flights between London Heathrow and Los Angeles."*

Notes to editors:

- The [British Airways](#) offer is available for sale up to and including midnight on January 11, 2008.
- Prices include all taxes, fees and charges.
- Customers can book with **British Airways** directly by calling 0870 850 9850 in the UK and 1-800-AIRWAYS in the USA.
- Tickets are non-refundable and non-changeable and require a Saturday night stay.
- Travel is subject to availability throughout 2008.
- Proof of purchase of a **MAXjet** flight for travel after December 24, 2007 is required to qualify for the special fare.
- **British Airways** flies to New York JFK and Newark airports from London Heathrow 11 times per day and once a day between Manchester and New York JFK. The airline flies three times per day between London Heathrow and Los Angeles.
- **British Airways'** frequent flyer programme, the **Executive Club rewards** frequent travellers with - BA Miles that can be used for free flights and upgrades.

The £100 million investment in Club World includes:

- More comfortable six feet long fully-flat bed that is 25 per cent wider than the original flat bed.

- A new 'z' bed position that extends to six foot six inches and allows the body to assume a position similar to that in zero gravity, ideal for watching movies.
- Electronically operated privacy screens using an innovative opaque material, Lumisty.
- A laptop locker where customers can stow electronic items, a small bag and shoes.
- Standard 110v US style in-seat power socket that only needs a UK/USA adaptor.
- An enhanced in-flight entertainment system that allows customers to pause, stop, fast-forward or rewind up to 100 films and TV programmes, and play games on larger 10-inch digital screens.
- An onboard Club Kitchen where customers can enjoy hot and cold snacks in between meals.

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