

EasyJet launches Speedy Boarding Plus!

easyJet, Europe's leading low-fares airline, has upgraded its Speedy Boarding service and today introduces Speedy Boarding Plus across Europe. The new facility combines Speedy Boarding (which allows passengers the opportunity to pay to be amongst the first to be called to board a flight) with a dedicated check-in service.

easyJet's Speedy Boarding has proved a popular feature with passengers since its introduction a year ago, particularly those passengers without hold baggage who combine online check in and Speedy Boarding as it enables them to quickly move through the airport and on to the aircraft. Following feedback from customers, easyJet has enhanced the Speedy Boarding product for those passengers who still need to check baggage in to the hold of the aircraft by combining Speedy Boarding with a dedicated check in service - Speedy Boarding Plus, offering a new level of customer experience which will be available at many airports across the airline's growing network.

Speedy Boarding Plus can be booked online as part of the normal flight booking process and will be noted on the confirmation email. On arrival at the airport passengers should present themselves at the dedicated 'Speedy Boarding Plus' check-in desk where they will be assigned to the special pre-boarding group when the boarding card is issued. The passengers must then present themselves at the gate 25 minutes prior to departure, and will be boarded before all of the other passengers (with exception of those with wheelchairs).

Speedy Boarding Plus is sold on a first come, first served basis to the first 30 customers to make the online booking and the fee is based on the length of the flight and departure airport, prices vary from (£5.50 to £9).

Andy Harrison, easyJet Chief Executive, said:

"Speedy Boarding Plus is the latest easyJet innovation to give our customers more choice and flexibility. This new facility builds on the success of Speedy Boarding by not only providing passengers with the opportunity to board a flight first and have a wider choice of seats but will also offer them a dedicated check-in area."

Speedy Boarding Plus is the latest innovation to be introduced by easyJet to give passengers more choice in tailoring their journey to suit their needs, such as:

- Online check in
- Hop on an earlier flight for free
- Transfer names, dates, times or destination from just £17.50
- Access to business lounges

The standard speedy boarding service will continue to be available at all easyJet airports where Speedy Boarding Plus has not yet been introduced and the upgraded Speedy Boarding Plus service will be available at an increasing number of airports through out 2008.

Information and booking at www.easyJet.com

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