



# BEOND AIRLINES TAKES FLIGHT AS WORLD FIRST PREMIUM LEISURE AIRLINE

News / Airlines



**A new airline took flight - Beond — world first premium leisure airline, unveiled its sophisticated and unique aircraft livery. At events in Male', Maldives the airline showcased its first aircraft, an Airbus A319 seating 44 passengers in a luxurious all lay-flat configuration. Beond will fly a fleet of Airbus A320-family aircraft in a unique luxury, lay-flat configuration, bringing passengers to Maldives from Europe, the Middle East, and Asia-Pacific. This first Beond aircraft will be on display at the Dubai Air Show in mid-November. Additional Airbus aircraft will join the Beond fleet in late 2023 and early 2024.**

Tero Taskila, CEO and co-founder of Beond, commented: “Welcome to Beond. Our aim is simple: to fly our customers to the most unique and unspoiled destinations where they can release their inner explorer on the most memorable vacation of their lives. Today is but the beginning of our vision for our customers, embodied by this beautiful aircraft — inside and out. We could not be more pleased to showcase it in Maldives, our home, and Dubai. We wish especially to thank the government of Maldives and our supporters there, the Maldives Civil Aviation Authority, and SIMDI Group — each of whom believed in our vision for a new airline in Maldives. Our team will do its best to bring tourists to this beautiful nation.”

Max Nilov, Chief Strategy Officer and co-founder of Beond, said: “Today is the realization of a dream I first had 20 years ago. I had a dream of this airline, for this aircraft, and for this experience for passengers. We have created a premium experience coupled with an operating philosophy that is unmatched.”



Sascha Feuerherd, Chief Commercial Officer of Beond, stated: “The response by customers and stakeholders has been excellent in our launch cities — which was to be expected. And now the interest has grown from other new origins on our route map. I look forward to greeting our first passengers as they board.”

Inaugural flights of Beond are scheduled for November 2023, with the Riyadh inaugural departing November 9, the Munich inaugural departing November 15, and the Zurich inaugural departing November 17. Between today and the scheduled service launch, early bird customers have chartered the aircraft to experience the Maldives. In addition, the airline announced new routes from Dubai and Milan, beginning in late March 2024.



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