# COBALT AIR LAUNCHES COBALT ELEMENTS LOYALTY CARD

**News / Airlines**

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**Cobalt Air, Cyprus' largest airline, is pleased to announce the introduction of a loyalty card – Cobalt Elements. The recognition card offers a suite of seat upgrades, fare discounts, priority check-in/boarding, increased baggage allowance and other incentives to frequent**

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**flyer members across Cobalt's 21-strong European and Middle East route network.**

**The Cobalt Elements black card can be purchased in Cyprus and internationally by telephoning its dedicated membership team on +357 25023515. Eventually, a full e-commerce platform will be available.**

**Elements vouchers can be used to upgrade flights and annual membership includes three complimentary upgrade vouchers from economy to business class – available on check-in (subject to daily availability). Additional upgrade vouchers can be purchased at a discount, at any time, directly through the membership channel. These can be used at check in, also subject to availability.**

**Elements members will receive a 10% discount on Cobalt's lowest available publicised web fares when contacting the Elements Membership Team.**

**Paul Simmons, Cobalt Air's COO, was the principal architect of the Elements Card, drawing on his previous experience in the sector having developed a similar product for easyJet.**

*"We are delighted to continue to evolve our offering for our increasing number of loyal customers," said Cobalt Air CCO Paul Simmons. Our Elements card, with its wide range of benefits and discounts, is a thank you to our widened customer base." Over the next few months we will be further enhancing our offering with the welcoming of complementary travel partners including car hire and hotel reservations."*

Elements Cardholders will be treated as 'special guests.' Issued with a stylish black membership card, with premium leather and metal baggage tags, they will be able to enjoy an extra swift transfer through airports.

The Cobalt Elements card offers 'Express' business class check in, regardless of the class they are travelling in (on any two class Cobalt route); while on all its business class routes, members will enjoy priority boarding.

They will also be able to check in two complimentary 20kg bags, plus one additional piece of hand luggage. Baggage delivery will be prioritised at the carousel.

Elements Card benefits extend to the waiving of charges should flights have to be moved - to a new time or date, paying for the fare difference only (if applicable). Furthermore, loyalty card members will be pre-notified in advance of upcoming fare sales.

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