



AIR CANADA

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Re-designed aircanada.com Website Offers Modern Digital Customer Experience and Enhanced Functionality

MONTREAL, Jan. 23, 2017 /CNW Telbec/ - Air Canada has launched its new, completely re-designed website www.aircanada.com which now offers a simple, intuitive user experience that is fully accessible across all devices and screen sizes, enhanced functionality and an easier-than-ever booking process.

"Thank you to the thousands of customers and Air Canada employees whose feedback drove our redesign efforts," said Lucie Guillemette, Executive Vice President and Chief Commercial Officer. "The site's new features include an easier flight shopping experience by eliminating about half of the steps required to make a booking, enhanced accessibility for customers with special needs, and streamlined, simple and easier-to-find information. This also serves as a new foundation for improving Air Canada's digital experience: over the coming year, we'll be rolling-out many new website and mobile app features based on customer requests."

In addition to having the most current, real-time operational information such as flight status and travel updates, aircanada.com also provides a range of online tools where customers can quickly and easily check-in, or access a self-service re-booking tool when bad weather is forecasted to disrupt flights.

Aircanada.com is offered in seven languages: English, French, Simplified Chinese, Spanish, German, Japanese, and Italian, as well as in 24 countries around the world. Future enhancements including new features and additional languages and editions are being planned to ensure aircanada.com remains a best-in-class digital experience for our customers worldwide.

About Air Canada

Air Canada is Canada's largest domestic and international airline serving more than 200 airports on six continents. Canada's flag carrier is among the 20 largest airlines in the world and in 2016 served approximately 45 million customers. Air Canada provides scheduled passenger service directly to 64 airports in Canada, 54 in the United States and 90 in Europe, the Middle East, Africa, Asia, Australia, the Caribbean, Mexico, Central America and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,330 airports in 192 countries. Air Canada is the only international network carrier in North America to receive a Four-Star ranking according to independent U.K. research firm Skytrax. For more information, please visit: www.aircanada.com, follow [@AirCanada](https://twitter.com/AirCanada) on Twitter and join Air Canada on Facebook.

SOURCE Air Canada

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