

## SMARTWINGS DOES THE SMART THING

*Low Cost Carrier Teams up with Insurance Giant AXA Assistance and Airsavings to Deliver New Service Offerings*

**PRAGUE, June 11, 2008** – [SmartWings](#), Prague’s low-cost and central European carrier, has made another smart move this week. In keeping with its “smart” philosophy, the carrier has teamed up with insurance giant AXA Assistance and Paris-based [Airsavings](#) to deliver travel insurance as an ancillary offering. The no-frill carrier adds AXA’s travel insurance to its range of ancillaries including VIP Lounge Access, Travel Guides, Wheels, Hotels and Shuttle service.

The new partnership allows SmartWings to integrate AXA trip insurance directly into the online booking path, utilizing Airsavings’ proprietary *AirlinePlus* platform, an ancillary service hub widely regarded for its speed to market and used by many European low-cost carriers. Instead of an implementation period of anywhere from 6 to 12 months, Airsavings is able to implement new ancillary revenue programs like travel insurance, in as little as 2 weeks.

SmartWings, which flies to 20 destinations in Central and Western Europe, Moscow and most recently Dubai, has been working with Airsavings for the past 2 months, to enhance its ancillary revenue streams by offering customers additional services all via the Airsavings’ *AirlinePlus* dynamic packaging platform.

While the established model for trip insurance is often a uniform product, unilateral in its coverage regardless of trip duration, number of passengers, or the proximity of the booking date to the departure date, Airsavings’ *AirlinePlus* platform takes all of these variables into account, yielding a tailor-made insurance product for each SmartWing passenger and backed by AXA’s leading position in travel insurance coverage.

The process, like the partnership itself, reflects Airsavings’ multi-tier philosophy concerning ancillary revenue creation and SmartWings’ ethos - offer a wide range of services, increase the volume of services sold, and enhance the margins of those services. The segmentation of AXA’s insurance product made possible by Airsavings’ dynamic packaging leads to both a diversity of product available and a more attractive offering in the eyes of the traveler, increasing the probability of purchase. As trip insurance is generally considered one of the highest-margin/lowest-cost ancillary services currently offered, Trip Insurance is “responsible” for about 40% of the ancillary revenues that an airline could generate on-line, the AXA partnership fulfills the third component of the ancillary revenue ethos as well and

And most of all, the new tri-partnership between Airsavings and AXA Assistance instantly brings quality brand recognition to the low-cost carrier, as well as the best conversion rates and the highest margins possible.

*“Smartwings has adopted a strategy to improve the quality and variety of the ancillary services offered to our passengers. By teaming-up with Airsavings’ Dynamic Packaging hub “AirlinePlus”, we are able to connect instantly to AXA insurance products as well as the different hotels and cars offers from Airsavings. At a time when increased ancillary revenue is critical for our industry, I am pleased to have implemented such a solution”,* said Smartwings’ Managing Director, Thomas Steen Joergensen.

For more information about SmartWings’s new travel insurance offering with AXA and Airsavings, please visit [www.air savings.net](http://www.air savings.net), or contact Vanessa Horwell at [vanessa@thinkinkpr.com](mailto:vanessa@thinkinkpr.com) or +1.305.776.8817. Case studies, fact sheets and data regarding ancillary revenue creation are also available upon request.

