

Air Travel Disruptor Surf Air Brings All-You-Can-Fly Service to Europe

Membership airline offers European travelers smart and affordable travel with streamlined experience including easy booking, avoidance of long queues, and travel flexibility

LONDON, UK – July 8, 2016 – [Surf Air](#), the all-you-can-fly membership club, today announced the launch of its European operations, offering a smart, unique option for unlimited air travel to businesses and consumers for a monthly fee from October onwards.

Travelling aboard a state of the art executive jet, Surf Air routes will include multiple flights between UK's London Luton Airport, Cannes, Geneva and Zurich and on a daily basis. There will also be weekend flights to the likes of Ibiza, with further regular destinations to include the likes of Dublin, Paris, Amsterdam and Barcelona planned to be introduced in 2017.

Members of the service will pay a monthly fee of £2500, which will allow them to fly an unlimited amount of times between destinations and also offer friends and family guest passes from £750 one way. Booking can be done either online or through an app in 30 seconds or less with Surf Air's system, allowing users to enjoy the ease of well-appointed, dedicated air terminals with valet parking and free Wi-Fi – rarely seen in commercial airports.

"The whole aim of Surf Air is to combine simplicity and convenience, giving business and leisure travellers across Europe a fresh, new way to fly that saves valuable time," said Simon Talling-Smith, CEO of Surf Air in Europe. "We see our model as the future of air travel and it has been greatly received in the California market since its launch. Our innovative service provides fantastic value to regular travellers not seen elsewhere, and we look forward to expanding our club and delivering a distinctive travel experience to Europe's top destinations."

Previously nicknamed the 'Uber' or 'Netflix' of air travel, this European expansion is a sign of the success Surf Air's disruptive travel model has brought to the industry. Launched in California in 2013 as the country's first private membership airline, Surf Air now has 3,000 Members. With up to 90 daily flights to 13 destinations in and around the state, Members are able to enjoy an all-you-can-fly service without the hassle and frustration of commercial travel.

Said Surf Air Chairman, Sudhin Shahani, "We are incredibly excited for the launch of a European business led by highly capable aviation and subscription business veteran Simon Talling-Smith. This is a great step to further Surf Air's growth objective of providing a game-changing product for frequent travellers across major business routes globally."

To find out more about Surf Air or how to become a Member of Surf Air's European services, please visit: www.surfair.com/eu.

About Surf Air

Launched in 2013 in California, Surf Air is the easy and smart way to fly. The world's first membership club of its kind, Surf Air simplifies flying by providing limitless flights in the Surf Air network for a monthly fee. Servicing California and European destinations, Surf Air is redefining the future of flying and living for its members. Featured in the LA Times, Wall Street Journal, BBC, CNBC, Fox Business and many other media outlets for disrupting the air travel industry, the airline provides exclusive service on executive aircraft to and from convenient airports in the US and Europe including London, Zurich and Cannes with service to additional locations to follow. For additional information visit www.surfair.com, or follow Surf Air at www.facebook.com/surfair, www.instagram.com/surfair/ and www.youtube.com/surfair.

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