



## WestJet unveils the design of its Dreamliner cabin interior created by PriestmanGoode

WestJet - Canada's second largest air carrier - today unveiled its new Boeing 787-9 Dreamliner livery, logo and cabin interior including the airline's first-ever business class cabin. The design of the three-class cabin, including business class seating, premium economy and economy seating, was created by PriestmanGoode.

The overall design created by PriestmanGoode is inspired by Canada's landscape and is uniquely WestJet.

Today's unveiling comes ahead of the arrival of WestJet's Boeing 787-9 Dreamliners in early 2019 and marks the airlines' ambition to transform into a global network airline.

Ben Rowan, a Director of PriestmanGoode and Design Lead for this project, said: "We set out to create a design tour of Canada on-board WestJet's new fleet of Dreamliners, taking inspiration from the country's stunning landscapes.

"From the luxurious, rich, earthy tones of the Canadian summer that has inspired Business Class, to the aurora inspired Premium Economy, and the fresh, invigorating tones of an Alpine lake in Economy, this new interior scheme will provide an enhanced and complete passenger experience that is uniquely WestJet. We believe this new in-cabin design will ensure WestJet can compete confidently in new markets."

Ed Sims, Westjet President and CEO said: "The introduction of Boeing's 787-9 Dreamliner, a state-of-the-art aircraft, is the dawn of a new era for WestJet and the next step in our transformation to a global network airline. The updated livery is modern and dynamic while the interior is world-class, distinctly Canadian and uniquely WestJet. Both reflect WestJet's transition from a regional airline in 1996 to a new era of connecting Canada with the world and bringing the world to Canada."





Details of each cabin designed by PriestmanGoode are available on the **WestJet Dreamliner Hub**.

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## NOTES TO EDITORS

### About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field.

We define future trends and are at the forefront of global design today.

[www.priestmangoode.com](http://www.priestmangoode.com)

**PriestmanGoode.**

### About WestJet

Together with WestJet's regional airline, WestJet Encore, we offer scheduled service to more than 100 destinations in North America, Central America, the Caribbean and Europe and to more than 175 destinations in over 20 countries through our airline partnerships. WestJet Vacations offers affordable, flexible vacations to more than 60 destinations and the choice of more than 800 hotels, resorts, condos and villas. Members of the WestJet Rewards program earn WestJet dollars on flights, vacation packages and more. Members use WestJet dollars towards the purchase of flights and vacations packages to any WestJet destination with no blackout periods, and have access to Member Exclusive fares offering deals to WestJet destinations throughout our network and those of our partner airlines.

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