

## Highlights in this Issue >>>

Garuda Indonesia operates New B737-800NG on Singapore-Bali Route

Garuda flies to Ternate and Ambon in Maluku

With A Touch-down in Amsterdam, Garuda Indonesia enters New Era

Garuda Indonesia is honored as World's Most Improved airline

Garuda to Resume More European Flights Next Year

August - September 2010



# Garuda Updates



## GARUDA INDONESIA OPERATES NEW BOEING 737-800NG ON SINGAPORE-BALI ROUTE

Garuda Indonesia has started operating its new 162-seater Boeing 737-800NG aircraft from Singapore to Bali which features the carrier's new 'Nature's Wing' livery, signature interior and upgraded on-board services. Garuda Indonesia's new Boeing 737-800NG also includes individual touch-screen LCD TVs throughout Executive and Economy Classes with Video on Demand (VOD) entertainment systems offering 25 feature films and 250 audio tracks.

Passengers will have the opportunity to experience the airline's new service culture known as the 'Garuda Indonesia Experience'. The service combines warm Indonesian hospitality with elements of the country's rich and diverse cultural heritage, reflected in the on-board decor, staff uniforms, food and beverages.

"Bali is one of the top selling routes from Singapore and we're confident that with the new aircraft and improvements in service quality, we will be able to capture a larger share of the market," said Risnandi, Senior

General Manager, Area Asia, Garuda Indonesia.

Garuda Indonesia also recently introduced a VIP service for Executive Class passengers travelling from Singapore. Passengers will be able to check-in using the luxurious JetQuay CIP terminal located next to Changi International Airport where they will be met by a personal concierge who will handle check-in, immigration and baggage clearances, while they relax in the spacious five-star lounge. They will then be transported via a dedicated buggy to the boarding gate in the main terminals when the flight is ready to depart.

Garuda Indonesia currently operates seven flights a week to Denpasar from Singapore. GA841 departs Singapore daily at 2.40pm and arrives in Denpasar at 5.15pm. The inbound flight GA840 departs Denpasar at 11.10am to arrive in Singapore at 1.40pm. Effective from 01 November 2010, the outbound flight will depart Singapore at an earlier time of 9am and arrive in Denpasar at 11.35am. The return service will take off



B737-800NG is one of Garuda Indonesia's newest fleet, operating with personal touch screen LCD and Audio-Video on Demand - now operating on Singapore-Bali.

at 8pm and arrive in Singapore at 10.30pm.

To celebrate the introduction of the new aircraft on this route, Garuda Indonesia is also running a two-week sale till 17 August 2010. Singapore - Bali return flights in economy class will be sold from S\$170 (before taxes and fuel surcharges), valid for travel from 5 August to 30 November 2010. Please call the reservation department at +65 6250 2888 for more details or visit [www.garuda-indonesia.com.sg](http://www.garuda-indonesia.com.sg).

## GARUDA FLIES TO TERNATE AND AMBON IN MALUKU

Garuda Indonesia resume flight to one of Indonesia's eastern destinations, Ambon on 03 June 2010 after over a decade.

In a release sent today, Garuda said Maluku Vice Governor Said Assegaf attended the launching of the first flight after suspension, at Soekarno-Hatta Airport.

The launching mark daily indirect flight service from Jakarta to Ambon via Makassar, South Sulawesi.

The airline had earlier launched a new flight from Jakarta to Ternate, North Maluku via Manado, North Sulawesi starting on May 25th.

As the company is increasing its fleet size by 24 aircrafts this year, it is planning to open other routes including Jakarta-Palu (Central Sulawesi), Jakarta-Bengkulu, and Jakarta-Tanjung Pandan (Bangka Belitung Islands).

### Flight Schedules

**Jakarta - Ujung Pandang - Ambon**  
GA640 09:30-16:10 Daily

**Ambon - Ujung Pandang - Jakarta**  
GA641 17:00 - 19:35 Daily

**Jakarta - Manado - Ternate**  
GA600 06:10 - 13:00 Daily

**Ternate - Manado - Jakarta**  
GA601 13:40 - 16:20 Daily

\*Departure & Arrival are based on local time. Ambon and Ternate are 2 hours ahead of Jakarta

## With A Touch-down in Amsterdam, Garuda Indonesia enters New Era

With a six-year flying ban to Europe finally lifted, national carrier Garuda Indonesia relaunched its Jakarta to Amsterdam direct service this week, inviting government officials, legislators, businesspeople and journalists on the voyage that marked the beginning of a new era for the airline.

For captain pilot Ari Sapari, who flew the GA088 Jakarta to Amsterdam flight on June 1, the event was a proud moment. "It brought back memories of when I flew Garuda before we stopped the operation six years ago," he said.

When the Airbus A330-200 touched down at Schiphol airport in Amsterdam, the passengers on board applauded the flight deck for a smooth landing. Excitement turned to outright delight when two fire trucks from the local fire brigade began showering the aircraft with water — a ritual at the airport when an airline makes its maiden arrival there.

Ari, an executive vice president for operations at Garuda and a presidential pilot, said he was very proud of having been given the opportunity to pilot the maiden flight marking Garuda's return to Europe. Garuda stopped flying to Europe in late 2004 to cut costs.

The carrier was then banned three years later from flying to Europe after the European Union imposed a flight ban on Indonesian airlines following a string of air accidents and heightened security measures.

For Wiyati, an Indonesian living in the small town of Schellinkhout and the owner of Waq travel agency, Garuda's return means she now has more options to offer clients.

"We usually fly our guests to Indonesia using Singapore Airlines and Emirates but now we have Garuda so we can offer them an alternative. The air fare [of Garuda] is cheaper," Wiyati said.

Garuda prices a Jakarta-Amsterdam round trip ticket at US\$1,450. Currently, as part of a promotion for new customers, Garuda is offering a buy-one-get-one free policy.

Garuda president and chief executive officer Emirsyah Satar said he was upbeat the new route would receive a warm welcome in Europe, adding that plans were already in place to add new routes

to other cities, including Frankfurt, London, Paris and Rome.

After struggling with a \$900 million debt five years ago, Garuda has gradually turned around its finances and returned to profit.

Part of its recent success can be contributed to its recently launched "Quantum Leap" strategy that will increase the number of its aircraft to 116 in 2014, and sets a target of 27.6 million passengers in 2014 from 10.3 million in 2008. The airline expects to increase operating revenue to Rp 57.9 trillion in 2014 from Rp 18.1 trillion in 2008.

Emirsyah promised that passengers would benefit from improved service on flights, thanks to an overhaul of its flight service under the slogan "Garuda Experience".

"It is an experience that as soon as passengers board the aircraft they can feel that they are in Indonesia through our hospitality and services," he said.

And Garuda has gone the extra mile to realize a superior service, he said. Upon entering the aircraft, passengers are welcomed by flight attendants wearing a new kebaya-inspired uniform consisting of a blouse and a batik long skirt designed by Josephine "Obin" Komara, brandishing colors orange, turquoise and blue.

However, Garuda has some work to do to improve passenger comfort. The newly

upholstered seats on the aircraft could not recline fully — a complaint voiced by several passengers. However, a 25-minute individual entertainment system displayed on mini screens embedded in the backs of the seats' headrests goes some way to distract passengers from the frustratingly restrictive seats.

Luckily, Garuda food paints a favorable impression of Indonesian cuisine. In collaboration with culinary expert William Wongso, Garuda offers nasi kuning (yellow rice with side dishes) for dinner and nasi goreng (fried rice) for breakfast. There is also an international menu on flights leaving the country from Jakarta.

As part of an effort to lure passengers from Europe, the government collaborated with Garuda to allow passengers to receive on-arrival visas while in the air.

However, there are still many t's to be crossed and i's to be dotted before Garuda can truly claim to be able to compete with the world's major carriers.

Since recently receiving a four-star rating from Skytrax, a United Kingdom-based research company that specializes in commercial airlines, Garuda has built a cooperation with KLM and is mulling joining the Skyteam airline alliance.

However, Emirsyah said, improvements should not only come from Garuda's side. He said it was no less important for Indonesia's international airports to improve their facilities and services.



Water Salute on Garuda Indonesia's first landing in Schiphol Airport Amsterdam  
Photo courtesy: Schiphol Airport

## GARUDA INDONESIA HONOURED AS 'WORLD'S MOST IMPROVED AIRLINE'

**Garuda Indonesia**, was named the 'World's Most Improved Airline' at the Skytrax 2010 World Airline Awards in Hamburg, Germany. The Skytrax World Airline Awards is the airline industry's most comprehensive and prestigious measure of service quality and is based on survey results from nearly 18 million international passengers. The survey measures passenger satisfaction with some 35 different aspects of product and service delivery, involving more than 200 airlines worldwide.

The Skytrax award recognises the success of Garuda Indonesia's ongoing transformation programme, and its progress towards becoming one of Asia's most successful and profitable airlines. Recent landmarks include the introduction of a new aircraft fleet, new in-flight product, new on-board service concept and a fresh corporate identity. Garuda Indonesia was recently awarded the Skytrax 4-star rating and aims to achieve the coveted 5-star standard.

"This prestigious award endorses our efforts to transform the airline and to

deliver the highest standards of service to our passengers on the ground and in the air. Garuda's financial turnaround over the last three years has played an integral part and was very much the foundation for its improvements in service, training and overall quality", said Emirsyah Satar, President and CEO, Garuda Indonesia. He added: "With the re-launch of long-haul flights to Europe on 1st June, we are truly entering a new era of success for Garuda Indonesia".

Garuda Indonesia received its IATA Operational Safety Audit (IOSA) certification in May 2008, recognising that the airline is fully compliant with global best-practice standards for flight operations, aircraft maintenance and safety management systems. In December 2009, the airline was also upgraded to a four-star rating by Skytrax.

As part of its 'Quantum Leap' transformation programme, Garuda Indonesia has invested heavily in developing a service concept known as the 'Garuda Indonesia Experience'. This combines warm Indonesian hospitality with ele-



*Mr Agus Priyanto, EVP Commercial of Garuda Indonesia collected the award of World's Most Improved Airline by Skytrax in Hamburg, Germany*

ments of the country's rich and diverse cultural heritage, reflected in the on-board decor, staff uniforms, food and beverages. Its new aircraft fleet features seatback video-on-demand systems throughout Executive and Economy classes, while the long-haul Airbus A330-200s are equipped with lie-flat beds in Executive Class.

## Garuda Indonesia Opens Jakarta-Palu Service

**In line** with Garuda Indonesia's domestic network expansion program, especially in the Eastern Regions of Indonesia, on Thursday, July 1, 2010, Garuda Indonesia formally announced the opening of the Jakarta-Palu flight service with a stopover in Ujung Pandang.

The Jakarta-Palu flight was inaugurated by Garuda Indonesia EVP Commercial Services, Agus Priyanto and the Governor of Central Sulawesi Province, H.B. Paliudju in Terminal 2F, Soekarno-Hatta International Airport, Cengkareng.

Garuda Indonesia flies to Palu daily, leaving Jakarta (GA 608) at 12.00 WIB and arriving in Palu at 17.05 WITA. It departs

again from Palu at 17.45 WITA (GA 609) and arrives in Jakarta at 20.45 WIB. The Jakarta-Palu is served once daily with Boeing 737-400 with capacity of 134 seats, comprising 14 in business class and 120 in economy class.

In light of Palu's rapid development into a thriving industrial region, Central Sulawesi Governor, H.B. Paliudju, welcomed the opening of the new service stating his confidence that the new service will enhance tourism and improve the local business condition. "The new route will enable visitors to travel to and from Palu for both business and leisure purposes," the Governor added.

Garuda Indonesia EVP Commercial Services, Agus Priyanto explained that besides giving our customers better service and more travel options, particularly those in the Eastern regions of Indonesia, the opening of the Jakarta-Palu service will hopefully contribute to the dynamics of the local economy. "Central Sulawesi's remarkable growth in recent years has turned Palu into a potentially lucrative region for business and investment. We hope Garuda Indonesia's presence in this region will speed up the government's efforts to continue developing the region," added Agus Priyanto.

### **GARUDA INDONESIA (Singapore)**

101 Thomson Road #12-03 United Square, Singapore 307591  
Reservation & Ticketing: 6250 2888 Sales & Admin: 6250 5666  
GFF Service Desk: 6210 4088 Fax: 6253 6196  
Email: [sin-reservation@garudaindonesia.com.sg](mailto:sin-reservation@garudaindonesia.com.sg)  
Website: <http://www.garudaindonesia.com.sg>



## Garuda to Resume More European Flights Next Year

After resuming its Jakarta — Amsterdam service last week, national flagged carrier PT Garuda Indonesia Airways expects to serve four other European cities in February, next year, the airline's executive has said.

"We plan to fly to Italy, London, Paris and Frankfurt, starting February next year," Garuda technical and maintenance director Hadinoto Sudigno told The Jakarta Post in Jakarta on Wednesday.

He said that Garuda was ordering new aircraft to support its expanding services to Europe. "We will have two new Airbus A330-200 aircrafts to support the new routes to Europe," Hadinoto said, adding that the two Airbus jets would be delivered in December 2010 and February 2011, respectively.

Besides opening new routes to Europe, Garuda also plans to implement a green

aviation concept for its aircraft. By adopting the green concept, the airline is expected to be able to resume its flight to the US in 2013, which was stopped due to financial crisis in 1998, Hadinoto said.

He said that Garuda expected to receive 24 new Boeing 737-800 aircraft this year to replace 10 of the old Boeing B737-400 jets. "The new aircraft have a system which can reduce carbon emission," Hadinoto said. The airline has ordered 40 new Boeing 737-800 aircraft to serve domestic and international routes.

USA Federal Aviation Administration (FAA) had been working on a regulation requiring airlines to use jet fuel which has a minimum 30 percent of biofuel content.

Hadinoto hoped that Pertamina would be able to produce biofuel-based jet fuel in order to comply with the FAA.



The vice president corporate communication (VP Corcom) PT Pertamina, Basuki Trikora Putra acknowledged that Pertamina hadn't yet produced biofuel-based fuels for airplanes.

"However, if there is sufficient demand for such a fuels, Pertamina will certainly try to meet the demand," he said.

## Garuda Indonesia Launched New Uniform Design

As part of its business transformation program and corporate identity brand refresh program, on Thursday, 27 May 2010, Garuda Indonesia presented its new employee uniform. The uniform's official launching took place in the Bali Room of Hotel Kempinski, Jakarta.

During the evening, male and female cabin crew uniforms were shown. For the female crew, the uniform takes the form of a modified kebaya that was inspired by the batik motif Parang Gondosuli. The motif symbolizes the 'Fragrant Ray of Life' (Sinar Kehidupan yang Harum) and endows the wearer with elegance. The uniform consists of three colors, namely aqua green which implies sophistication, the tropics and freshness; orange to suggest warmth, friendliness and energy; and blue which symbolizes dependability, trustworthiness, immortality and tranquility.

The uniform is made of inflammable, crease-resistant and comfortable cloth. Besides creating a professional look, the uniform's design also allows the wearer to

move freely, a vital necessity during evacuations and emergencies.

The uniform for male crew members classically displays the standard professional attire for men. The uniform consists of a single-breasted, grey suit which is combined with a powder blue shirt made of crease-resistant, cotton-polyester material. The nature's wing motif on the aircraft tail is repeated as graphic detail on the silk tie.

Garuda Indonesia President & CEO Emirsyah Satar explained that the new uniform's launching is part of the airline's corporate identity brand refresh program introduced last year. "We hope our new batik uniform will further promote our rich cultural heritage and ultimately enhance Indonesia's image to world", added Emir.

In addition to the cabin crew uniform, the batik design will also be worn by employees in various areas of activity, such as ticketing office, ground handling and other units.

The new batik uniform displays a new concept in design. The cut, style, textile



*New uniform of Garuda Indonesia that made its debut on first day of JKT-AMS flight*

motif and colors correspond to the airline's service concept, the Garuda Indonesia Experience, which combines the best of our culture; warm Indonesian hospitality, friendliness and unique character.

The choice of colors was also inspired by the rich textile tradition of Indonesia and adapted to Garuda Indonesia's corporate color scheme.

### GARUDA INDONESIA (Singapore)

101 Thomson Road #12-03 United Square, Singapore 307591  
Reservation & Ticketing: 6250 2888 Sales & Admin: 6250 5666  
GFF Service Desk: 6210 4088 Fax: 6253 6196  
Email: [sin-reservation@garudaindonesia.com.sg](mailto:sin-reservation@garudaindonesia.com.sg)  
Website: <http://www.garudaindonesia.com.sg>

