



## Media release

Zurich Airport, 27 March 2018

### Partnerships

## **SWISS offers new expanded exhibit with attractions for all the family at the Swiss Museum of Transport**

**Swiss International Air Lines (SWISS) unveils its new-look display island at the Swiss Museum of Transport in Lucerne today. The two-story display, which has been revamped and extended as part of the museum's special "Switzerland in the air!" exhibition, offers exciting experiences and behind-the-scenes insights into the world of SWISS for the whole family, including a new adventure zone for children, a fun photo wall and a virtual aircraft visit.**

As part of the museum's new special "Switzerland in the air!" exhibition of its Aviation Hall, SWISS has comprehensively updated and substantially expanded its display island at the Swiss Museum of Transport in Lucerne. Visitors are now welcomed to the exhibit by a SWISS flight attendant on an 85-inch screen. And in addition to its popular simulator feature, the new-look display island offers a photo wall that can be used to send some fun travel greetings. Younger visitors are well catered for, too, with the new SWISS Kids adventure zone, which boasts a host of activities all revolving around the fascinating air travel world, such as a special children's check-in and the chance to communicate via the inflight phone.

### **Fun for all the family**

In addition to the many exciting attractions for the youngsters, the new SWISS exhibit offers numerous intriguing items for adult visitors, too, such as behind-the-scenes insights that range from the building of a Boeing 777 to the development of the inflight tableware for the Business Class cabin. The new display also features a wide selection of SWISS flying-related products, and even a virtual 360° tour of the state-of-the-art Bombardier C Series aircraft of SWISS's European fleet.

"Our new-look SWISS exhibit is sure to be a highlight of their museum visit for any aviation fan, and further cements the long-standing and fruitful collaboration that we have enjoyed with the Swiss Museum of Transport for several years now," says SWISS CEO Thomas Klühr, who joined the special exhibition's Patrons' Committee today. The new SWISS display opens to visitors tomorrow (Wednesday 28 March), along with the rest of the museum's new "Switzerland in the air!" special exhibition.



Swiss International Air Lines (SWISS) is The Airline of Switzerland, serving over 100 destinations in 43 countries worldwide from Zurich and Geneva and carrying some 17 million passengers a year with its 90-aircraft fleet. The company's Swiss WorldCargo division provides a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive consignments to some 130 destinations in more than 80 countries. As The Airline of Switzerland, SWISS embodies its home country's traditional values, and is committed to delivering the highest product and service quality. With its workforce of over 8,800 personnel, SWISS generated total operating income of around CHF 5 billion in 2017. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline grouping.

This media release will be found at [www.swiss.com/media](http://www.swiss.com/media).

#### **Contact**

Swiss International Air Lines Ltd.  
Media Relations  
P.O. Box, 8058 Zurich Airport  
Switzerland  
Phone: +41 44 564 44 14  
[media@swiss.com](mailto:media@swiss.com)  
**SWISS.COM**