

24 September 2014 | [Customer](#) [1]

## [Virgin Australia unveils next evolution in Business Class](#) [2]

Image not found

file:///var/www/html/newsroom.virginaustralia.com/sites/default/files/styles/article\_header/public/Seat%20-%20Lie-Flat.jpg



### Virgin Australia's new Airbus A330 Business Class Suite

Virgin Australia today announced the next evolution in the airline's premium experience, unveiling a major redesign of the Business Class and Premium Economy cabins on board its wide-body fleet of aircraft.

The redesign involves the introduction of suite-style seating in Business Class and an extensive upgrade of the Business Class and Premium Economy cabins, including more spacious seating configurations and new bars on the airline's Boeing 777 aircraft.

The revolutionary Business Class suites, which convert into 80 inch lie-flat beds, represent a major enhancement to the travel experience on board Virgin Australia's Airbus A330 and Boeing 777 aircraft and the first major product innovation to be announced under the airline's new three-year strategy, Virgin Vision 2017.

The innovative 1-2-1 configuration will guarantee passengers a window or aisle seat and maximum privacy to work, rest and unwind. The suite includes a unique tablet holder, a 16 to 18 inch touch screen for entertainment, multiple lighting settings and plenty of storage. The seat also offers the ultimate comfort with new soft furnishings, a number of adjustable positions to suit the differing needs of customers and an adjustable arm rest to increase the seat width when sleeping.

Inspired by the interiors of some of the world's most premium automotive designs, Virgin Australia enlisted

the support of renowned design agency, Tangerine London, who led the industrial design of the new seats and cabins to create the premium and tailored new-look Business Class experience. B/E Aerospace was chosen as the manufacturer and has named the new Virgin Australia Business Class suite the ‘Super Diamond’.

Virgin Australia Chief Executive Officer John Borghetti said: “Today marks a new era for our premium customer experience both domestically and internationally. We believe the sophisticated new suites will set a new standard in Business Class travel, not just in Australia but around the world.

“Our Virgin Vision to 2017 is to become Australia’s favourite airline group and today’s announcement is central to our strategy as it will see Virgin Australia deliver the best premium travel experience in Australia.

“We are committed to maintaining a competitive advantage in customer experience in order to ensure that Virgin Australia is the number one choice for premium travellers”, Mr Borghetti said.

The suites will roll out to Virgin Australia’s Airbus A330 fleet in early 2015 with the first aircraft expected to be in service by March and the complete refit of the fleet to be finalised by August.

The roll out of the new Business Class product to the Boeing 777 fleet will commence from November 2015 and be complete by early 2016. The upgrade will also include the introduction of a redesigned Business Class bar and changes to the Premium Economy cabin. A reduction in the number of seats will make Virgin Australia’s International Premium Economy a more exclusive experience, and give passengers three inches more legroom.

For more information, please visit [www.virginaustralia.com](http://www.virginaustralia.com) [3].





Image not found

file:///var/www/html/newsroom.virginaustralia.com/sites/default/files/styles/flexslider\_full/public/Seat%20-%20Linen.jpg

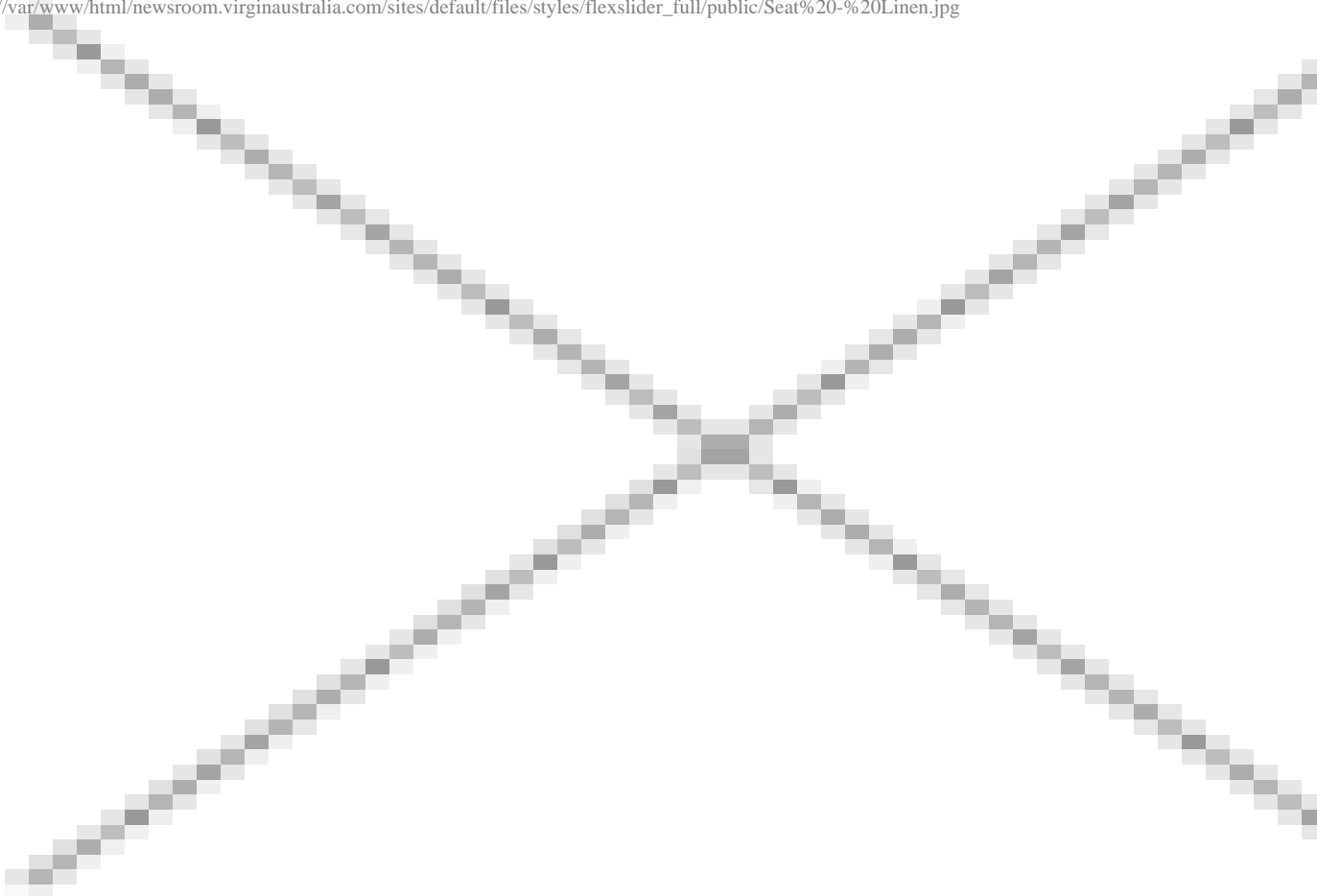


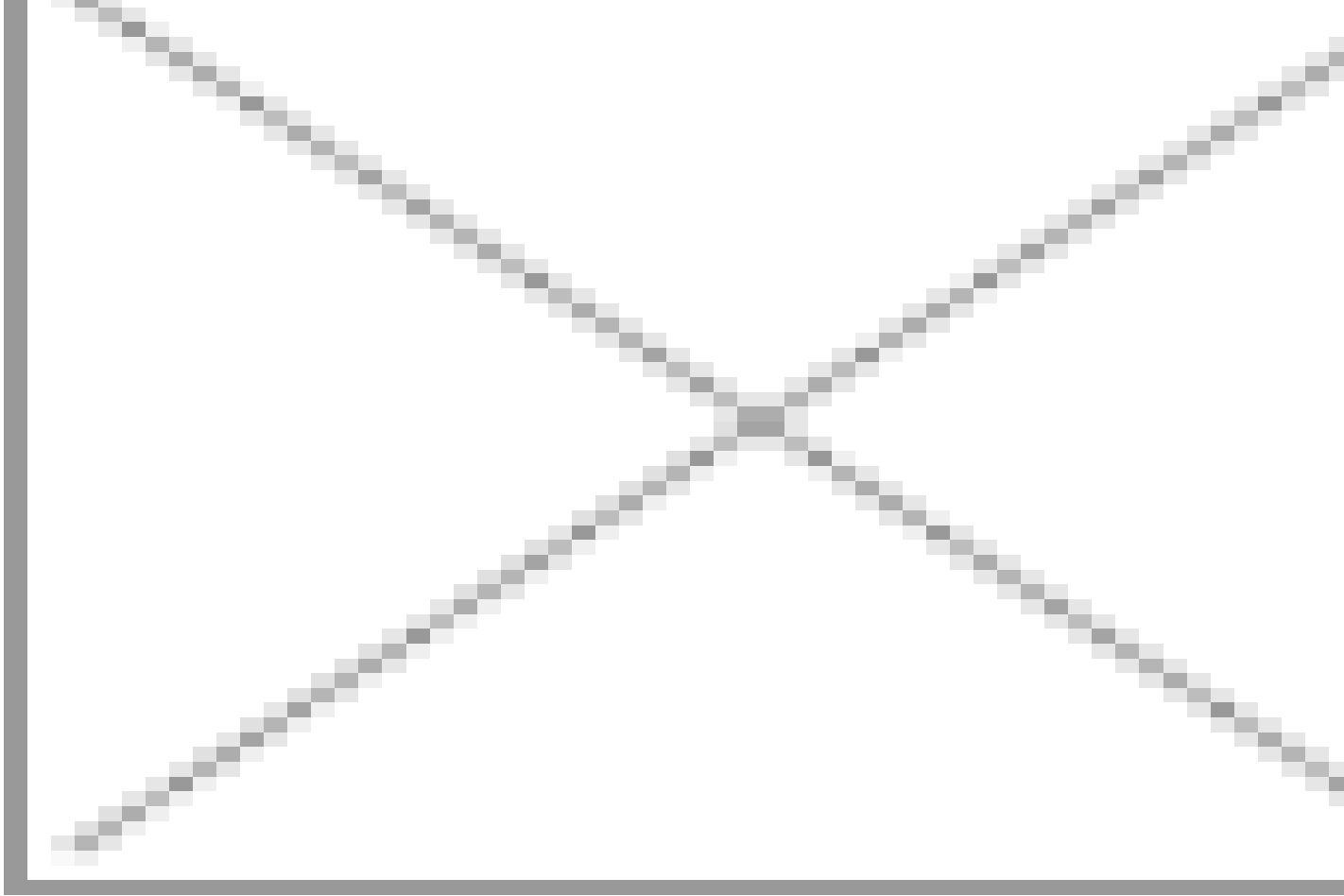
Image not found

file:///var/www/html/newsroom.virginaustralia.com/sites/default/files/styles/flexslider\_full/public/Seat%20-%20Recline.jpg



Image not found

file:///var/www/html/newsroom.virginaustralia.com/sites/default/files/styles/flexslider\_full/public/Seat%20-%20Upright.jpg



[Tweet](#) [4]

- [Download Images](#) [5]

© Virgin Australia Airlines Pty Ltd.  
ABN 36 090 670 965

- [Terms of Use](#)
- [Privacy](#)
- [Conditions of Carriage](#)

---

**Source URL:** <https://newsroom.virginaustralia.com/release/virgin-australia-unveils-next-evolution-business-class>

### Links

- [1] <https://newsroom.virginaustralia.com/news/79>
- [2] <https://newsroom.virginaustralia.com/release/virgin-australia-unveils-next-evolution-business-class>
- [3] <http://www.virginaustralia.com>
- [4] <http://twitter.com/share>
- [5] <https://newsroom.virginaustralia.com/gallery/download/727>