



News

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Lufthansa Group and Qunar signed strategic partnership agreement to announce Direct Connect solution

- **Lufthansa Group's online store on Qunar will launch in the next few weeks**
- **Passengers benefit the same price and privilege of LH.com also on Qunar**

Lufthansa Group and Qunar signed an official agreement today in Beijing to launch a Direct Connect solution. With this strategic partnership, travelers will be able to purchase Lufthansa Group Airlines (Lufthansa German Airlines, Swiss International Air Lines and Austrian Airlines) flight tickets on the Qunar platform with same fares and benefits as they get on LH.com. Scope of this cooperation will include ancillary services like extra baggage, meal options and seat details.

Mr. Dieter Vranckx, Vice President Sales Asia Pacific Lufthansa Group Airlines, Mr. Veli Polat, Senior Director Sales Greater China Lufthansa Group Airlines, Mr. Lianchun Liu, CEO of Qunar Ticketing Business Group, Mr. Dylan Sun, General Manager of Qunar International Air Ticketing attended the signing ceremony and pushed the flight control onsite, symbolizing the cooperation between Lufthansa Group and Qunar, marking the successful start of the great Direct Connect cooperation.

Mr. Dieter Vranckx, Vice President Sales Asia Pacific Lufthansa Group Airlines said, "Our maiden flight to China landed in Beijing from Berlin in 1926, which was one of the first long-haul destinations in the early days of our company. And after more than 90 years, we continue to prioritise and to demonstrate commitment to the Chinese market by bringing our latest and most innovative aircraft the Airbus A350-900 from Munich to Beijing yesterday." He continued, "We always strive to be at the forefront and digitalisation has been one of our top agendas this year, which is why the partnership with Qunar could not have come at a better time. We are very pleased to be taking this new form of partnership with Qunar, the leading travel platform in China, marking a milestone of new distribution approach in the travel industry."

"The partnership with leading western airlines enriches the product line of the online travel business and helps improve user experience," commented Mr. Lianchun Liu, CEO of Qunar Ticketing Business Group. He said, "As one of the world's largest aviation groups, Lufthansa Group enjoys a good reputation in China. We are very glad to develop this partnership with Lufthansa Group. Qunar will fully leverage our strengths in internet technology and online marketing, providing a more convenient purchase channel and higher quality travel options for customers."

According to the latest statistics of Civil Aviation Administration of China (CAAC), the passenger capacity of China-Europe routes in the first three quarters of 2017 registers 4.54 million, increasing up to 19.8% compared to the same time of last year. The partnership between Lufthansa Group and travel platforms offers a smarter option of ticket booking service for Chinese customers.

Collectively from Lufthansa Group's home markets Germany, Austria, Switzerland and Belgium, the Group offers a total of 12,461 weekly flights to 288 destinations in 106 countries worldwide in winter

2017/2018. And Lufthansa Group offers 75 weekly flights out of the five Chinese destinations, namely Beijing, Shanghai, Nanjing, Qingdao and Hong Kong to more than 170 destinations, connecting Greater China and Europe.

2 / 2

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