



apex



OFFICIAL AIRLINE RATINGS™

**FOUR STAR**



**LOW-COST CARRIER**

Sep 26, 2018 08:56 BST

## Norwegian Named Four-Star Low-Cost Airline by APEX

Norwegian has been named a Four-Star Low-Cost Airline by The Airline Passenger Experience (APEX), the highest honor for low-cost airlines. Their Official Airline Ratings™ was the first airline rating program based solely on certified passenger feedback and Norwegian was one of ten low-cost airlines worldwide to receive the honour.

"We are honoured to receive a Four Star rating, especially as it is our own passengers that have voted based on their experience with us. In 2018, we

have won numerous awards and I would like to thank our hard-working and professional colleagues for everything they do, as they are the reason our customers have such a great experience with us," said Bjørn Kjos, Norwegian's CEO and Founder.

The announcement was made Monday night at APEX's gala in Boston, US. APEX is the only non-profit membership trade association dedicated to improving the entire airline passenger experience. Airlines are divided into three different categories: Global Airlines; Major Regional; and Low-Cost Carriers.

The APEX Official Airline Ratings™ were created based on passenger feedback gathered through APEX's partnership with Triplt® from Concur®, the world's highest-rated travel-organising app. Using a five-star scale, more than one million flights were rated by passengers across nearly 500 airlines from around the world between July 1, 2017, and June 30, 2018. First, passengers rated their overall flight experience from one to five stars. On the same screen, passengers were given the opportunity to provide anonymous ratings in five subcategories: seat comfort, cabin service, food and beverage, entertainment and Wi-Fi. The single screen rating allows airline passengers to easily rate their flight in less than 15 seconds.

"We are extremely proud of the results of our passenger-driven Official Airline Ratings program with Triplt," said APEX CEO Joe Leader. "Of nearly 500 airlines rated worldwide, less than nine percent were rated by their passengers at the highest Five-Star Airline level and only the next 14 percent reached the prestigious Four-Star Airline tier."

Norwegian is now one of the world's most awarded low-cost airlines following previous accolades in 2018: Most Fuel-Efficient Airline on Transatlantic Routes by the ICCT; World's Best Low-Cost Long-Haul Airline for the fourth consecutive year and Europe's Best Low-Cost Airline for the sixth consecutive year by Skytrax; Value Airline of the Year by Air Transport World Favourite Budget Airline by Global Travel Magazine; Best Wi-Fi in Europe and Best Overall Passenger Experience Low Cost Carrier Europe at the Passenger Choice Awards; Airline Programme of the Year Europe and Africa at the Freddie Awards in recognition of the airline's customer loyalty programme – Norwegian reward; and Europe's Leading Low-Cost Airline 2018 at the World Travel Awards.

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## Norwegian in the UK and Ireland:

- Norwegian carries **5.8 million UK passengers each year** from London Gatwick, Edinburgh and Manchester Airports to **50 destinations worldwide**
- Norwegian is the **third largest airline at London Gatwick**, with 4.6 million yearly passengers, and with more than 1,000 UK-based pilots and cabin crew
- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** - the airline now flies to 11 U.S destinations, Buenos Aires and Singapore
- In 2017, Norwegian also launched **affordable transatlantic flights from Edinburgh, Belfast, Dublin, Cork and Shannon** to the US East Coast, using the brand new Boeing 737 MAX aircraft
- Norwegian is the only airline to offer **free inflight WiFi** on UK flights to more than 30 European destinations
- The airline has one of the **youngest aircraft fleets in the world** with an average age of 3.7 years, including next-generation Boeing 787 Dreamliner, Boeing 737 MAX and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for six consecutive years at SkyTrax World Airline Awards from 2013-2018, along with being awarded the **'World's best low-cost long-haul airline'** in 2015, 2016, 2017 and 2018
- Norwegian Reward is the airline's free to join **award-winning loyalty programme** offering members CashPoints and Rewards that reduce the cost of Norwegian flights

## Contacts



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