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## Norwegian nominated for seven Passenger Choice Awards

Norwegian has received seven nominations in the highly acclaimed *Passenger Choice Awards 2014*. Norwegian is represented in more than half of the categories, including “Best in Region: Europe” and “Best Overall Passenger Experience”. The Passenger Choice Awards has become one of the industry’s most significant award programmes for the airline industry.

Norwegian has previously won the *Passenger Choice Awards* in the categories “Best in Region: Europe” and “Best Inflight Connectivity and Communications”. This year, Norwegian has been nominated for the same

categories, in addition to “Best Overall Passenger Experience”, “Best Inflight Publication”, “Best Inflight Video”, “Best Ground Experience” and “Best Single Achievement in Passenger Experience” for Norwegian’s interactive ‘Geotainment’ moving map.

“It is a great pleasure that Norwegian’s employees’ hard work is valued so high among our passengers. To be nominated in seven categories together with many of the leading airlines of the world shows that our product, service and innovative way of thinking is highly appreciated. This is fantastic news,” said Thomas Ramdahl, Norwegian’s Chief Commercial Officer.

*The Passenger Choice Awards* has become one of the industry’s most significant award programmes for the airline industry. This is because winners are chosen based on customer feedback. *The Passenger Choice Awards* comprise 13 individual categories and were created to give the flying public a voice in the passenger experience. The survey is open each May and June at [www.passengerchoiceawards.com](http://www.passengerchoiceawards.com), and passengers are encouraged to vote every time they fly.

The winners will be announced at the Airline Passenger Experience Association (APEX) Awards Ceremony on September 15, 2014, in Anaheim, California, USA.

### **Norwegian voted third best in the world**

Norwegian was recently awarded the title “[Europe’s best low-cost carrier](#)” for the second year running by the renowned SkyTrax World Airline Awards, where the passengers themselves decide the winners. Norwegian also came third in the vote for “World’s best low-cost carrier”, only beaten by AirAsia and AirAsia X.

Below is a list over all of Norwegian’s nominations and fellow nominees:

### **Best Overall Passenger Experience**

EMIRATES

ETHIOPIAN AIRLINES

GARUDA INDONESIA

**NORWEGIAN**

VIRGIN AMERICA

**Best in Region: Europe**

AUSTRIAN AIRLINES  
IBERIA LINEAS AEREAS DE ESPANA  
**NORWEGIAN AIR SHUTTLE ASA**  
TURKISH AIRLINES  
VIRGIN ATLANTIC

**Best Inflight Publication**

AVIANCA  
ETHIOPIAN AIRLINES  
GARUDA INDONESIA  
GULF AIR  
**NORWEGIAN**

**Best Inflight Connectivity & Communications**

ALASKA AIRLINES  
EMIRATES  
JETBLUE  
**NORWEGIAN**  
VIRGIN AMERICA

**Best Inflight Video**

EMIRATES  
ETHIOPIAN AIRLINES  
GARUDA INDONESIA  
**NORWEGIAN**  
VIRGIN AMERICA

**Best Ground Experience**

ALASKA AIRLINES  
AUSTRIAN AIRLINES  
EL AL ISRAEL AIRLINES  
**NORWEGIAN**  
VIRGIN AMERICA

**Best Single Achievement in Passenger Experience (recognizing a specific achievement – rather than a general improvement – which an airline has successfully implemented)**

Air Canada: Air Canada 787 GUI  
Air France KLM: IFE upgrade with next generation GUI

Delta Air Lines: Delta Air Lines '80s and Holiday Safety Videos

**Norwegian: Interactive 'Geotainment' moving map**

Virgin America: The NEW Safety Video

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Norwegian Air Shuttle ASA, commercially branded “Norwegian”, is a low-cost airline listed on the Oslo Stock Exchange. Norwegian is the second largest airline in Scandinavia and third largest low cost carrier in Europe. More than 20 million passengers fly on its network per year. Norwegian has a route portfolio that stretches across Europe into North Africa and the Middle East, as well as long-haul flights to the US and Southeast Asia. The company has a total of 417 routes to 126 destinations and employs approximately 4,500 people in Norway, Sweden, Denmark, Finland, Estonia, UK, Spain and Thailand. The company has 258 undelivered aircraft on firm order. Norwegian was founded in 1993 and its headquarter is in Fornebu, Norway. In 2013, Norwegian was voted Europe's best low-cost carrier of the year by the renowned SkyTrax World Airline Awards. Norwegian offers better leg room than most competitors, in-flight WiFi, world-class punctuality and a fleet of 96 aircraft with an average age of only 4.8 years.

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