

# Virgin America – Press Clips



“Just as some airlines are beginning to get back on their feet after cutting capacity to lower costs and boost profits, **Virgin America** is entering the fray **Wednesday with flights that could mark the beginning of stiffer price competition.**”



“The addition of marketing-savvy **Virgin America**, which is touting **high-tech cabins and cheap fares**, is already caused turbulence in the airline sector -- at least in company stock prices.”



“**Virgin America Inc.**, the low-cost airline partly backed and fully branded by British entrepreneur **Richard Branson**, **launched on Wednesday with a splash of publicity...**”



“Each of the 149 seats will come with a 9-inch touch-sensitive display, a keyboard that can be removed from the armrest, a 110-volt outlet, an Ethernet jack, and a U.S.B. port. Fliers can use the system to watch free satellite television channels, pay to watch movies, listen to thousands of MP3 music files, and even order food.”

---

## San Francisco Chronicle



"Virgin America has already shown it can generate buzz. The fledgling carrier has held high-profile promotional events, enlisted members of the public to name its aircraft and imported celebrities.."

## Los Angeles Times

"For a moment Wednesday, the shiny new planes seemed like a throwback to an era when flying was glamorous, service was a priority and airline food didn't cost extra. Champagne was flowing. Every seat had a tiny TV monitor of its own. Celebrities strutted through the cabin, which was lighted in cool blue and pink. It looked like an airborne discotheque. Virgin America took off in raucous style Wednesday. Branson is once again shaking up the industry with an airline that is offering low fares and unusual onboard amenities. Virgin America is hoping that passengers will be drawn to not only its low fares but also to its amenities at a time when most airlines are slashing service to cut costs..it has mood-lighting in the cabin and personal video screens at every seat with which passengers can order meals, watch on-demand movies and engage in an "in-flight chat room."



"Virgin America aims to give domestic travelers more for their money by providing a higher level of comfort and by making lots of its coach seats available at prices well below the fares of bigger rivals....its first-class service is a more comfortable, higher-tech experience than what the traditional big U.S. carriers offer at prices as much as 50% lower. ...The centerpiece of the service will be a sophisticated in-flight entertainment system at each seat throughout the plane, dubbed Red in a nod to the planes' red-painted tails....Moodlighting will be used to improve travelers' perception of the cabin environment and the passage of time as they zoom through multiple time zones. Settings include dawn, dusk and blue sky. The Virgin sense of fun extends to the naming of its Airbus A320s. The carrier has given the aircraft names such as Mach Daddy, Virgin & Tonic..An Airplane Named Desire.



“What’s so special about another airline? Not much. Just spanking new planes, tons of TV and music options, IM capabilities with other passengers (hell-o, 24D), food you can order any time, mood lighting, and outlets at every seat.”

The logo for 'psfk' is a purple square with a white speech bubble shape inside, containing the lowercase letters 'psfk' in white.

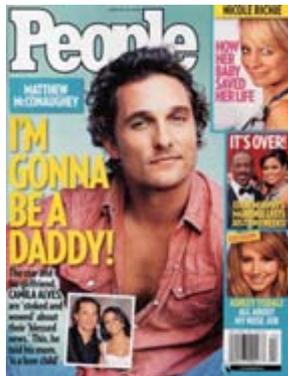
psfk

How do I explain the insides of our plane named ‘California Dreaming?’ It was **like being eaten by an iPhone and sitting in its belly for an hour**. I was there because PSFK had been invited onto Virgin America’s inaugural flight from Los Angeles to San Francisco. The whole wiring of the plane is designed for interaction, but first let me talk about the gorgeous design.”

The logo for 'GIZMODO' is the word 'GIZMODO' in white, uppercase, sans-serif font, centered on a blue rectangular background with a slight gradient.

GIZMODO

“The new planes from Virgin America theoretically have a **whole bunch of cool gadget-friendly features** such as a 110V plug, USB port, and RJ-45 (Ethernet) port in every seat. What’s also cool is the touchscreen feature on the back of every seat. There are music, games, and movie features, plus you can chat with people in other seats or go into a chatroom for the **WHOLE PLANE**.”



When it comes to traveling to the Academy Awards, let’s just say celebs won’t be taking the bus. In Virgin America’s First Class Cabin from NY to LA, passengers relax under pink, purple and blue moodlighting, with seat-to-seat instant messaging, 3,000 MP3s, videogames and more. Then there’s the food: the tapas-style menu includes roasted pork loin, marinated bocconcinni and duck ragout with gnocchi.



"If you like a little entertainment when you fly, you might want to try a new airline..Virgin America...will focus on low costs and in-flight amenities, made its **much-publicized inaugural U.S. flight** Wednesday..."

"Zagat's Guide rated Virgin America the best in First Class service in the U.S....it has brand new planes, very, very good amenities .....people are very happy with this airline."

"Travel + Leisure's World Best Awards for the second year in a row.."

"A big upset in the best airline category in the Conde Nast awards ...Virgin America. It launched last year, already a top choice. Good for Virgin America, new planes ..a new terminal in San Francisco and travelers are responding...."



"The North Carolina health-care consultant [David Loewy] shelled out **\$5,400 to be one of the first passengers on the new airline.** Loewy won an auction to snag two seats on the celebrity-filled inaugural flight..."

Across the country, John Wilschke also decided to spend big bucks to ride on one of Virgin's first flights... **The auction money went to a charity chosen by Virgin – the KIPP Foundation, which operates schools across the country.**"

## Virgin America – Press



**FORTUNE**

“Virgin has positioned itself as a kind of flying W Hotel lobby with more entertainment options, lots of connectivity (plug in the laptop, recharge the iPod), and competitive fares. One of Virgin's bragging rights is that it's quickly becoming a preferred "civilian" shuttle for celebs..Janet Jackson and Paris Hilton are among those observed recently under the purple halogen glow of the first-class cabin. The airline was voted best domestic airline by readers of Travel + Leisure magazine only nine months into its existence.”

**THE WALL STREET JOURNAL.**

Its debut -- rolled out with the stylish marketing that accompanies Virgin products from cola to cellphones to music stores -- comes just as customer satisfaction with the airline industry scrapes rock bottom...With initial funding of \$128 million, Virgin America is one of the best funded start-up airlines in history.”

**Virgin America Seeks to Mix Low Fares, High Fashion...** “leather seats in first class and coach; in-flight entertainment systems loaded with video games, movies and television shows; and mood music in the cabin.”

**The Virgin Effect: Lower Cross-Country Fares....** “Virgin America is shaking up what is arguably the most glamorous air-travel route in the U.S.: NY-LA. Fares came down sharply when Virgin began service... Travelers are enjoying the price cut, and the service Virgin offers. The airline has a seat-back entertainment system with movies, television, games and 3,000 songs. Each Virgin plane has eight white-leather massage-chair first-class seats -- a first for discount airlines. Highest price: \$699 one-way, compared with about \$2,500 one-way on AMR Corp.'s American Airlines and UAL Corp.'s United Airlines.”



**conciierge.com**  
↳ inspired travel starts here

"I have a crush on Virgin America..the entire trip felt absolutely luxurious, the flight crew (or "team," as they referred to themselves, as per Virgin's cool kid style) relaxed and friendly, and the cabin noticeably quiet and pleasant....The seats are indeed large and leather. ...the so-called mood lighting (magenta track lighting along the sides and hazy violet along the middle ceiling) feels very 1960s mod and, for me at least, seems to reference the glamorous early days of air travel when flight attendants shimmied down the aisles in rompers and go-go boots and pilots were sex symbols. .the choices went on and on: movies, live TV, on demand TV, music videos, song playlists. The crew was all smiles throughout the ride and for once, they didn't seem forced."

**TRAVEL  
+LEISURE**

Virgin America's bushy-tailed new staff, intentionally chosen for their humor and spunk, aren't ready to give in to the prevailing gloom and doom—at least not yet. The year-and-a-half-old airline, ranked first among domestic carriers in *Travel + Leisure's* 2008 World's Best Awards, is breaking new ground in the area of employee training. The airline has developed a two-day-long training session to educate employees—from flight attendants to ground crews—on theories of empathy and stress management. Senior staff lead morning sessions on politeness, demeanor, and attitude; in the afternoon they tackle conflict resolution, with breakout groups for role-playing exercises and discussion.



CHICAGO **SUN-TIMES**

“The addition of Virgin to O’Hare would increase competition for business customers at an airport dominated by United Airlines and American Airlines... Virgin bills itself as a “different kind of low-fare carrier,” with a young fleet of Airbus planes and upscale amenities such as on-demand food and drink service, the ability to send text messages between seats, “mood-lighting” and standard plug power outlets at each seat.”

chicagotribune.com  
Chicago Tribune Web Edition

San Francisco-based Virgin..plans to triple in size over the next two years, taking delivery of 38 Airbus A320 jets. Virgin is aiming squarely at price-conscious business travelers with amenities like leather seats and a laptop power plug with every seat. The carrier's highest walk-up fare from New York to LA is \$449, one way, about \$1,000 less than the comparable United fare.”

**CRAIN'S**  
CHICAGO BUSINESS

“Virgin America is zeroing in on United Airlines with plans to start West Coast service from O’Hare International Airport. The startup airline, which has proved popular with low fares and high-tech service, says it will ask the Federal Aviation Administration this week for landing rights...”

washingtonpost.com

“Each of the 149 seats will come with a 9-inch touch-sensitive display, a keyboard that can be removed from the armrest, a 110-volt outlet, an Ethernet jack, and a U.S.B. port. Fliers can use the system to watch free satellite television channels, pay to watch movies, listen to thousands of MP3 music files, and even order food.”

---



**WIRED**

“Like a Multimillion-Dollar iPod. That Flies...the planes have clearly been designed by people with a keen sense of design and an appreciation of technology's ability to make people feel comfortable and happy.”

**boingboing**  
A DIRECTORY OF WONDERFUL THINGS 

“Last year, the folks planning the launch of Richard Branson’s soon-to-lift-off Virgin America line asked us if we’d like to name one of their new planes.

After much swapping of emails among BoingBoing co-editors, we finally agreed on one name that that loyal readers of this lowly blog will no doubt find meaningful: UNICORN CHASER.”

engadget 

“Google maps takes flight in Virgin America...all the map data is cached on the plane's local network, so it'll be even faster than sitting across the street from Google HQ at a Starbucks in Mountain View.”

**jaunted** 

“...it just so happens to have the best cabin slash in-flight features we have seen on an airline. With that in mind, you should know we are rooting for them. We too want air travel in the U.S. to be a pleasant experience.”



"There's no escaping the hip, high-tech pulse of start-up carrier Virgin America, which launches service at Logan International Airport in Boston Thursday with nonstop flights to San Francisco and Los Angeles. The purple ceiling lights evoke a lounge atmosphere. Music videos and video games fill touch-screen monitors built into seatbacks. Hand-held keyboards can be pulled out of armrests to send instant messages to other passengers. And trance music mixed by Paris DJs is piped into restrooms."





## TRAVEL +LEISURE

Meet this year's winners of the World's Best Airlines for Food: Virgin America and Singapore Airlines. They've changed the experience of dining on high—Virgin by reinventing the way meals are served in the back of the plane, and Singapore by raising the bar for first-class dining.

## TRAVEL +LEISURE

Best Domestic Airline – *Travel + Leisure's* Annual World's Best Awards – for 2008 and 2009"

## *South Florida* Sun-Sentinel

Virgin's new Airbus A-319 and A-320 aircraft feature mood-lit cabins, custom-designed leather seats and power outlets. Virgin passengers have Wi-Fi Internet access on every flight and each seat is outfitted with a video touch-screen and remote control with a choice of 25 films, live TV, video games, seat-to-seat chat and on-demand food ordering.



# Condé Nast Traveler

Well, if you take that teaser from [Virgin America](#) literally, you haven't been near a Virgin plane lately, where tongue-in-cheekiness is mandatory. Tune in to the [Oprah Winfrey Show](#) today and you can listen in on an air-to-ground Skype call to the daytime TV host, marking the fact that today Virgin America becomes the first U.S. airline to offer Wi-Fi access on its entire fleet. The airline beat out several other contenders, including [Delta](#), Alaska, and AirTran, which have all pledged to soon wire themselves up so you can surf the Internet from 30,000 feet."

**Oprah:** "This is a first. Mandy, where the Skype are you?"

**Virgin America in-flight team member:** Hi, Oprah! I'm at 37,000 feet onboard a Virgin America flight, and I'm talking to you using our Gogo Inflight Internet. Virgin America is the first and only to have fleet-wide internet service for every guest, starting memorial day weekend.

**Oprah :** That is amazing! Boy. So we're Skyping from 37,000 feet up. I think this is really fascinating.....Again, Virgin America airlines did this mid-flight video Skype today for us...thank you so much, Virgin America . 37,000 Feet up over San Francisco.

  
THE OPRAH WINFREY SHOW  
LIVE YOUR BEST LIFE

