

UPGRADE YOUR CUSTOMERS TO FIRST. ON US.

Book between 23 March and 18 May 2015.

Now is the perfect opportunity for your customers to experience the unrivalled luxury of flying British Airways First. That's because when you book them a Club World seat for travel between 23 March 2015 and 28 February 2016 we'll upgrade to First for free.

Flying in First gives your customers a truly unforgettable experience with sumptuous private jet-like surroundings, impeccable service and timeless British details. Other benefits include:

- Access to exclusive lounges
- Dedicated check-in desks, Fast Track Security and priority boarding at selected airports
- A private on-board suite
- A seat that converts to a fully flat bed
- A menu designed by some of the world's top chefs and full bar service
- In-flight entertainment through a personal 15-inch screen

Please note that customers must request the upgrade at the time of booking and the upgrade is subject to availability. The upgrade can be booked on the outbound or inbound journey. When booking an eligible flight, you need to book into the correct booking classes in each direction and specifically request the applicable fare basis codes to ensure you quote the restricted fare, not the upgrade.

How to book:		
Eligible bookings	Book between	Travel between
Club World J,C,D,R class Combined with First A class	23 March – 18 May 2015	23 March 2015 - 28 February 2016

Booking classes	to USA/CANADA/MEXICO CITY	to rest of the world
R	R2JBUP11 R2JBUP4 A2JBUP11 A2JBUP4	R2EURUP7 R2EURUP8 A2EURUP7 A2EURUP8
D	D2JBUP10 D2JBUP3 A2JBUP10 A2JBUP3	D2EURUP3 D2EURUP4 A2EURUP3 A2EURUP4
C	C2JBUP1 C2JBUP2 A2JBUP1 A2JBUP2	C2EURUP1 C2EURUP2 A2EURUP1 A2EURUP2
J	J2JBUP5 J2JBUP6 A2JBUP5 A2JBUP6	J2EURUP5 J2EURUP6 A2EURUP5 A2EURUP6

Please also find below some examples for quoting the upgrade in different GDS:

Amadeus: FXP/R,*NR. – Galileo: FQCBA:NR. – Worldspan: 4PFNL. – Sabre: WPNL\$ABA (where \$ is Cross of Lorraine)

Terms and Conditions:

Eligibility

1. This promotion is only open to Eligible Participants. An Eligible Participant is a person resident in
 - a) Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, Turkey, Ukraine, aged 18 years or over, who book and travel on a Qualifying Flight (see definition in clause 2 and also see clause 5 for excluded routes specified under clause 5).
 - b) Residents of Spain are eligible to this offer to all eligible routes except to USA and Canada and the routes specified under clause 5.
 - c) Residents of Russia are eligible to this offer for flights from Moscow to UK and USA and Canada only.

British Airways Plc ("BA") reserves the right to verify the eligibility of Eligible Participants. By taking part in this promotion, Eligible Participants confirm that they unconditionally accept the terms and conditions set out below.

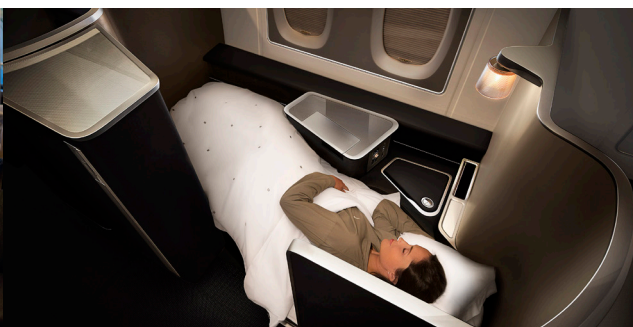
2. A Qualifying Flight:

- a) is a return fare in Club World on a selected BA mainline service or a selected BA marketed codeshare service (see clause 10), departing from any of the countries mentioned under clause 1;
 - b) must comprise of one long-haul sector that is booked in either J, C, D, R class and another sector that is booked in A class (subject to availability);
 - c) must not be on an excluded route or class (see clause 5 below); and
 - d) must be booked and travelled between the dates specified in clauses 3 and 4.
3. Qualifying Flights must be booked between 23 March 2015 and 18 May 2015
4. Qualifying Flight must be taken between 23 March 2015 and 28 February 2016
5. The following routes are excluded from the offer: Antigua, Buenos Aires, Grand Cayman, Kingston, Nassau, Providenciales, Punta Cana, Saint Kitts, Tobago, Male, Colombo, Mauritius, Tokyo, Amman, Beirut, Baku, Almaty, Cairo, Bangkok, Bangalore, Chennai, Hyderabad, Chengdu, Seoul, Sydney and Entebbe.
6. Eligible Participants who have booked a Qualifying Flight as detailed in clause 2 are permitted to an upgrade either on the outbound or return part of the Qualifying Flight from Club World to First (booking class A). All upgrades are subject to availability at the time of booking.
7. Eligible Participants must request the upgrade, at the time of booking. All Qualifying Flights must start and finish in one of the countries mentioned under clause 1 and all tickets must be purchased and ticketed in one of those countries.
8. Flights on BA's franchisees, codeshare partners or oneworld alliance members are excluded with the exception of American Airlines and Iberia operated flights to the USA & Mexico. For full details about BA's franchisees, code share partners and oneworld® alliance members please visit britishairways.com/travel/baalliance

Further information and full terms & conditions on speedbirdclub.com



Exclusive lounges



Fully flat bed



Personal suite



Haven of calm

