

# Customer Loyalty

In Dec. 2013, American Airlines and US Airways created the largest airline in the world. And we've been busy ever since.

We've used that time to improve the AAdvantage® program, the industry's best loyalty program. Take a look at a few of the changes we've made over the last five years.



**1** In 2016, we announced a dual partnership with Citi and Barclays – providing our AAdvantage® program members with a credit card portfolio that fits all of their needs.

**2** No fee? No problem. In 2018, we introduced the AAdvantage MileUp<sup>SM</sup> card, giving members the ability to earn miles on everyday purchases with no annual fee.

**3** At your fingertips. In 2018, we added the ability to book award travel on the mobile app. Since the merger, members have redeemed over 50 million awards across more than 20 airline partners to more than 1,000 destinations.

**4** The AAdvantage® program has been awarded “Best Elite Program” every year since the merger by the Freddie Awards – an award honoring loyalty programs as determined by frequent travelers.

**5** Your rewards and promotions all in one place. In 2018, we introduced the digital wallet and promotions center, giving our members added control and flexibility with their rewards and benefits.

