



Introducing Fare Options 2.0

A New Low Fare • Options for Everyone • Same JetBlue Experience

Since launching fare options in 2015, JetBlue has gained deep insights into what customers want when they select a fare. At the same time, competitors have begun offering basic economy and ultra-low-cost fares on many routes we fly. We are evolving fare options* to offer the choices that today's customers want, including a new low fare for price sensitive travelers and an updated option for customers who value additional benefits like flexibility and speed. Everyone who flies JetBlue gets the same great experience with the most legroom in coach**, free wi-fi, DIRECTV® and movies at every seat***, and award-winning customer service.

"We are broadening the appeal of each fare tier so that there is truly something for everyone. Our new low fare will be anything but basic, designed to help customers save while still offering the full JetBlue experience. This will attract ultra-low-fare seekers to JetBlue, where we can take better care of them than other airlines do." Joanna Geraghty, President & COO



The most legroom in coach**



Free brand-name snacks + drinks



Free high-speed wi-fi, DIRECTV® and movies at every seat***



A personal item and carry-on bag at no extra charge (space permitting)



TrueBlue points that can be redeemed for award travel

Blue Basic

- We are evolving fare options to reflect the choices that travelers today are looking for – from the lowest fare possible to a fare that includes even more benefits.
- Customers can select their seats for free 24 hours before flights, or even sooner for an additional charge.
- JetBlue is inspiring humanity in the ultra-low-cost and basic economy market, which sorely needs the JetBlue touch.
- Customers can still bring one carry-on and one personal item onboard for free (space permitting).
- JetBlue doesn't believe customers should have to choose between low fares and a great experience.
- Blue Basic is a good option for customers whose plans are set and know that cancellations or changes won't be necessary.
- With Blue Basic, JetBlue can now compete head-to-head with ultra-low-cost carriers and basic economy fares without sacrificing the customer experience.
- Customers who don't mind boarding at the end of the process save with our lowest fare.

Blue

- We continue to offer our Blue fare, which includes all the perks our customers love, including free advanced seating.

Blue Extra

- Blue Extra gives even more perks with free advanced seating, full change flexibility, early boarding, and Even More Speed at the airport.
- Blue Extra offers all of these perks at a significant discount over the cost of purchasing these services as add-ons.

Blue Plus

- Blue Plus, which includes a bag, will be offered in a limited number of markets where this fare is popular.

	Blue Basic	Blue	Blue Extra	Mint	Blue Plus Only available in select markets
Checked Bags Included	0	0	0	2	1
Carry-On Bag (space permitting) +1 Personal Item Included	Included	Included	Included	Included	Included
Base TrueBlue points (per \$1)	1	3	3	3	3
TrueBlue Online Booking Bonus (per \$1)	1	3	3	3	3
Cancellations	Cost forfeited - only ancillaries available for refund	Allowed with fee - \$75 (fares up to \$99) \$100 (fares up to \$149) \$150 (fares up to \$199) \$200 (fares \$200+)	Allowed	\$200	Allowed with fee - \$75 (fares up to \$99) \$100 (fares up to \$149) \$150 (fares up to \$199) \$200 (fares \$200+)
Changes	Not Allowed	Allowed with fee - \$75 (fares up to \$99) \$100 (fares up to \$149) \$150 (fares up to \$199) \$200 (fares \$200+)	Allowed	\$200	Allowed with fee - \$75 (fares up to \$99) \$100 (fares up to \$149) \$150 (fares up to \$199) \$200 (fares \$200+)
Same Day Changes	Not Allowed (Even for Mosaics)	Allowed with \$75 fee	Allowed	\$75	Allowed with \$75 fee
Revenue Standby	Not Allowed	Allowed with \$75 fee	Allowed	\$75	Allowed with \$75 fee
Advance Core Seat Selection (>24 hours in advance)	Allowed for an additional fee	Included	Included	Included	Included
Boarding	Last	General	Early	Early	General
Even More® Speed	Allowed for an additional fee	Allowed for an additional fee	Included	Included	Allowed for an additional fee

*Not all fare options will be available on all flights, and they're subject to restrictions.

** JetBlue offers the most legroom in coach based on average fleet-wide seat pitch for U.S. airlines.

*** Fly-Fi and live television are available on all JetBlue-operated flights. On ViaSat-2 equipped aircraft, Fly-Fi will not be available on portions of some routes, and live television will not be available while operating outside of the contiguous U.S., or until the aircraft returns to the coverage area. On all other aircraft, Fly-Fi and live television will not be available while operating outside of the contiguous U.S., or until the aircraft returns to the coverage area.