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NEW YORK, June 8, 2011 /PRNewswire via COMTEX/ --

New York-based JetBlue Airways (Nasdaq: JBLU), devoted to becoming the Americas' Favorite Airline by bringing humanity back to air travel, today was awarded highest honors in airline customer satisfaction among low-cost carriers for the sixth year by J.D. Power and Associates 2011 North America Airline Satisfaction Study(SM). This is the seventh consecutive customer satisfaction award JetBlue has received from J.D. Power and Associates. The value airline also ranked highest in satisfaction among low-cost airlines every year from 2006 to 2010, and among all U.S. major airlines in 2005, when low-cost and traditional network carriers were combined in a single category.

(Logo: http://photos.prnewswire.com/prnh/20110404/NY76997LOGO)

"This is an exciting and rewarding day for us at JetBlue, and we are honored to be recognized for seven straight years by customers across the U.S.," said Dave Barger, president and CEO of JetBlue Airways. "We are grateful to each of our 13,000 crewmembers, who set out to deliver an unforgettable experience for every customer, on every flight, with professionalism and passion that makes our company stand out above the rest."

The 2011 North America Airline Satisfaction Study(SM) measures customer satisfaction among both business and leisure passengers of major North America carriers. The study is based on responses from more than 13,500 passengers who flew on a major North America airline between July 2010 and April 2011. The study was fielded between August 2010 and April 2011. Overall customer satisfaction based on performance in seven measures (in order of importance): cost and fees; in-flight services; flight crew; aircraft; boarding/deplaning/baggage; check-in; and reservation.

"We earned this award because of our crewmembers' tirelessness and dedication to taking care of each other and our customers," Barger continued. "It's humbling to see that we not only maintained our leadership position, but we also increased our score among the traveling public. We look forward to building on our performance to achieve even greater success next year."

JetBlue, the 'un-airline' of the industry, has carved out a niche among competitors that is focused on delivering un-matched value to all customers with its core product offerings, including a first checked bag free of charge (a), unlimited complimentary in-flight snacks and beverages, and a live in-flight entertainment system with 36 channels of free DIRECTV programming and more than 100 channels of free XM Satellite Radio at every comfortable leather seat (b). Customers can expect friendly service from the friendliest crewmembers in the sky while they kick back and enjoy in spacious aircraft cabins, which offer the most legroom in coach of any U.S. airline (c).

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. This year, the carrier ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the seventh year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) and super-spacious Even More Legroom seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 66 cities with more than 650 daily flights. Later this year, JetBlue plans to begin service to La Romana, Dominican Republic, subject to government approval. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530, or visit www.jetblue.com.

(a) Baggage weight and size limits apply.

(b) DIRECTV and XM Satellite Radio service are not available on most flights outside the continental United States.

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

SOURCE JetBlue Airways