JetBlue's Latest Tailfin Design Pays Homage to Cubism

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"Prism" to join JetBlue's design line-up -

NEW YORK, Oct. 3, 2013 /PRNewswire/ -- JetBlue Airways (Nasdaq:JBLU) plans to debut the latest tailfin design to join the New York-based company's line-up, Prism. Prism will be featured exclusively on the airline's Airbus A321 aircraft.

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(Photo: http://photos.prnewswire.com/prnh/20131003/NY91872-b)
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Prism, inspired by the Cubist art movement of the early 20th Century, will join the eight other official JetBlue tailfin designs. It was developed by JetBlue's award-winning Brand team, led by Lashonne Duncan, brand design manager.

"The challenge was to come up with something that fit the story of our new A321 aircraft," said Ms. Duncan. "Some of our A321s will offer JetBlue's Mint™ service in the lucrative New York – LA and San Francisco markets, while other A321s will offer 190 JetBlue core experience in high-density markets. With so many different perspectives, facets and points of view, we started with a clean sheet of paper and quickly found inspiration in Cubism."

The Cubist movement was revolutionary in its time, interpreting reality into two-dimensions on canvas, often dissecting and reassembling the image, challenging the audience to look at regular everyday things in a new way. "That's how JetBlue looks at the world, and how we continue to reinvent the travel experience for our customers," Ms. Duncan said. "That ethos continues into our future, with Mint™, our interpretation of the premium coast-to-coast product."

On September 30, 2013, JetBlue announced product details for Mint™, it's take on the premium transcontinental product, designed to compete with other airlines' business class. JetBlue will offer Mint™ starting June 15, 2014, and on all flights between New York/JFK and Los Angeles by the end of 2014. Mint™ will be offered on all flights between New York/JFK and San Francisco by the end of the first quarter of 2015. The first flights featuring Mint™ are now available for sale on www.jetblue.com.

JetBlue first introduced green to its aircraft line-up with the introduction of JetGreen, a special livery celebrating JetBlue's sponsorship of the New York Jets football team. Green was limited to that aircraft until the introduction of Prism, and is now part of JetBlue's permanent palette.

JetBlue received the Corporate Leadership Award in 2009 from AIGA, the professional association for design, for "reimagining the air-travel experience and building its revered brand from a people-centered, value-driven, design-based approach."

About JetBlue Airways

As New York's Hometown Airline™ and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan, JetBlue carries 29 million customers a year to 79 cities in the US, Caribbean and Latin America with more than 700 daily flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. JetBlue's fleet totals 188 aircraft, comprising 129 Airbus A320s and 59 Embraer E190s. Upcoming destinations include Savannah, Ga.; Worcester, Mass.; Port-au-Prince, Haiti; Port of Spain, Trinidad and Tobago; and Lima, Peru, subject to receipt of government approval. For more information please visit JetBlue.com.

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