# JetBlue Airways Awarded Tenth Consecutive Customer Satisfaction Honor by J.D. Power

May 14, 2014

JetBlue Airways Awarded Tenth Consecutive Customer Satisfaction Honor by J.D. Power

**New York's Hometown Airline(TM), Known for Value-Added Amenities Like Free TVs, Comfy Leather Seats With Lots of Legroom and a Free First-checked Bag, Receives Highest Score by Traveling Public**

NEW YORK, NY -- (Marketwired) -- 05/14/14 -- New York-based JetBlue Airways (NASDAQ: JBLU) today was awarded highest honors in airline customer satisfaction among low-cost carriers by J.D. Power 2014 North America Airline Satisfaction Study℠, an estimable recognition the carrier has received every year from 2006 to 2014. JetBlue also ranked highest in customer satisfaction among all U.S. major airlines in 2005, when low-cost and traditional network carriers were combined in a single category, making this year's achievement its tenth consecutive J.D. Power award (a).

"It's an incredible honor to be ranked highest among low cost carriers in customer satisfaction by the traveling public for the tenth consecutive year," said Dave Barger, CEO of JetBlue Airways. "On behalf of the 15,000+ crewmembers at JetBlue we are humbled and we do not take this unprecedented distinction lightly. Our culture is one of service, and while there's always room for improvement, we are all committed to living the values and are dedicated to fulfill our mission of inspiring humanity each day."

The 2014 North America Airline Satisfaction Study℠ measures customer satisfaction among both business and leisure passengers of major North America carriers. The study is based on responses from more than 11,370 passengers who flew on a major North America airline between March 2013 and March 2014. The study was fielded between April 2013 and March 2014. The study measures overall customer satisfaction based on performance in seven measures (in order of importance): cost and fees; in-flight services; boarding/deplaning/baggage; flight crew; aircraft; check-in; and reservation.

This year's study once again highlighted travelers' use of technology during their journey. JetBlue launched Fly-Fi®, its inflight Wi-Fi product, on its Airbus 320 fleet last December to offer customers a significantly enhanced experience. The airline also offers its customers a variety of technology options to enhance their travels, from an easy-to-use website to smartphone applications that enable bookings, track their journey, provide real time flight status updates, and integrate with social media.

JetBlue, the 'un-airline' of the industry, soared above the rest in this year's in-flight services and aircraft measures. The airline 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 (b), unlimited complimentary in-flight snacks and non-alcoholic 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 (c). 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 (d).

In celebration of this unprecedented recognition, JetBlue would like to thank its customers by giving them a chance to experience one of the airline's customers' favorite promotions -- All You Can Jet (AYCJ)! Starting today through May 23, 2014, 10 lucky customers will score an AYCJ pass for UNLIMITED travel from September 2 - November 2, 2014. Customers can go to www.jetblue.com/jdpower to enter the sweepstakes for a chance to win (e).

***About J.D. Power***

Headquartered in Westlake Village, Calif., J.D. Power is a global marketing information services company providing 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 and ratings for on airlines, hotels and rental car reviews and ratings, cars, retail banking, credit cards, insurance, cell phones, and more, please visit JDPower.com. J.D. Power is a business unit of McGraw Hill Financial.

***About JetBlue Airways***

JetBlue is a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), New York, Orlando and San Juan. JetBlue carries more than 30 million customers a year to 85 cities in the U.S., Caribbean and Latin America with an average of 825 daily flights. New service to Hyannis, Mass. begins June 26. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is free (subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines). For more information please visit JetBlue.com.

*(a) JetBlue received the highest numerical score among five low cost carriers in the proprietary J.D. Power 2005-2014 North America Airline Satisfaction Studies℠ (among all carriers in 2005). 2014 study based on responses from 11,370 passengers who flew on major North American airlines between April 2013-March 2014. Proprietary study results are based on experiences and perceptions of consumers surveyed in May 2013-March 2014. Your experiences may vary. Visit jdpower.com.*

*(b) Baggage weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines apply.*

*(c) Live satellite TV and radio programming is available on JetBlue-operated flights in the contiguous U.S. Where applicable, for flights over 2 hours operating outside of the contiguous U.S., JetBlue may offer complimentary JetBlue Features™ movies.*

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

*(e)* ***NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.*** *Sweepstakes starts at 12:00:00 AM ET on 5/14/14 and ends at 11:59:59 PM ET on 5/23/14. Open to legal residents of the U.S., DC & PR who are at least 18 years old at time of entry. Void outside the U.S., DC, PR and where prohibited. Ten (10) Grand Prizes, each valued at $999, will be awarded. Total ARV of all prizes to be awarded: $9,990. Odds of winning depend upon the number of eligible entries received each Entry Period. Void where prohibited. See Official Rules for complete details and entry instructions. Sponsor: JetBlue Airways, 27-01 Queens Plaza North, NY 11101. All rights reserved.*

MEDIA CONTACT
JetBlue Corporate Communications
Tel: +1 718 709 3089
corpcomm@jetblue.com

Source: JetBlue

Powered by SITECORE