JetBlue Awarded Twelfth Consecutive Customer Satisfaction Honor by J.D. Power

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Stellar onboard experience leads JetBlue to historic recognition among Low Cost Carriers

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU) today received the J.D. Power award for ranking highest in customer satisfaction among low cost carriers in North America for the twelfth consecutive year according to the J.D. Power 2016 North America Airline Satisfaction Study. JetBlue also achieved the highest scores in the study's Aircraft and In-Flight Services categories.

The recognition comes as JetBlue continues to advance the customer experience across the airline, from an innovative new hospitality-focused service delivery model to the ongoing expansion of its acclaimed Mint premium experience into new markets across the United States and Caribbean. JetBlue also recently outlined a restyling of its Airbus A320 cabins to build upon its new A321 cabin experience. The transformation will introduce free gate-to-gate Fly-Fi broadband (a), a new inflight entertainment system with internet-streaming on HD seatback televisions, power outlets for personal devices, ergonomic seats, and generous personal space to accentuate its crewmembers' continued dedication to service and hospitality.

"Our focus on building a low cost experience that customers love is unparalleled, and it's our crewmembers' focus on delivering that experience that continues to inspire," said Robin Hayes, president and chief executive officer, JetBlue. "Thank you to our 18,000 crewmembers who live and breathe our unique culture every day. Their dedication to delivering the JetBlue experience is the differentiator that has helped us to earn this important recognition for twelve years and counting."

The J.D. Power Airline Study measured satisfaction among customers of more than 10,000 passengers who flew on a major North American airline between March 2015 and March 2016 by examining seven key factors: cost & fees; in-flight services; boarding/deplaning/baggage; flight crew; aircraft; check-in; and reservation. The carrier has received this recognition in the "low-cost category" from J.D. Power every year from 2006 to 2016. JetBlue also ranked highest in customer satisfaction among all major U.S. airlines in 2005, when low-cost and traditional network carriers were combined in a single category, making this year's achievement its twelfth consecutive J.D. Power award (a).

JetBlue serves 96 cities in 22 countries with a modern fleet of 219 Airbus and Embraer aircraft. Every aircraft offers the airline's award-recognized service, featuring the most legroom in coach (b) and complimentary and unlimited name-brand snacks and soft drinks. JetBlue continues to innovate inflight entertainment, with 36 channels of free DIRECTV increasing to 100 channels (c) on its new Airbus A321 aircraft and coming to its A320 aircraft beginning in 2017. JetBlue's free Fly-Fi, the fastest broadband internet in the sky, is available on all Airbus aircraft, and will be available fleet wide by the end of 2016 (a).

Every year it has been recognized, JetBlue has celebrated its J.D. Power Airline Study ranking with a tour across its entire network of cities. For highlights of last year's tour, go to JetBlue's "Out of The Blue" blog at http://blog.jetblue.com/jd-power-12/.

About JetBlue Airways

JetBlue is New York's Hometown Airline™, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 35 million customers a year to 96 cities in the U.S., Caribbean, and Latin America with an average of 900 daily flights. For more information please visit jetblue.com.

(a) Fly-Fi is available on JetBlue-operated flights in the contiguous U.S.

(b) JetBlue received the highest numerical score in the J.D. Power 2016 North America Airline Satisfaction Study, based on 10,348 total responses evaluating 4 low-cost carriers, and measures the experiences and perceptions of passengers who were surveyed between April 2015 and March 2016. Your experiences may vary. Visit jdpower.com

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

(d) 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.

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MEDIA
JetBlue Corporate Communications
Tel: +1.718.709.3089
corpcomm@jetblue.com

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