

JetBlue Introduces 12th Special Livery Aircraft and New Tailfin Design As Airline Celebrates 17 Years

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'Blueprint' Becomes Airline's First Embraer 190 to Feature a Unique Paint Scheme

'Highrise' Tailfin Honor's JetBlue's Hometown by Reaching for the Sky

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU) today announced eye-catching additions to the airline's fleet with the very first special livery for an Embraer 190 and a new tailfin design that will appear on multiple aircraft this year. The airline is introducing the new paint schemes as it celebrates its 17th anniversary this month.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170220005632/en/>



JetBlue's "Blueprint" special livery at Boston's Logan International Airport on February 18, 2017. (Photo: Business Wire)

"Our design team has done an outstanding job of visually telling a JetBlue story through their fresh and creative lens," said Jamie Perry, vice president marketing, JetBlue. "Whether looking to the skyline of our hometown for inspiration or creating a storyline to bring a paint scheme to life, the team keeps surprising our crewmembers and our customers with their innovative work."

'Blueprint' Is Born

JetBlue has a long tradition of adding unique, special liveries to its Airbus A320 fleet and that tradition is expanding to the airline's E190 fleet.

Often referred to as the backbone of the operation in cities like Boston; Washington, D.C.; and San Juan, Puerto Rico, JetBlue's design team created a paint scheme that showcased the so-called "bones" of the 100-seat aircraft. Drawing upon the styles of various aviation, nautical and space exploration vehicle cut-away diagrams, the JetBlue design team created a mechanical x-ray of sorts infused with some JetBlue fun.

The see-through paint job draws on both the technical and fanciful aspects of air travel. Mechanical features like the nose gear, jet engine and yoke were among the more obvious design elements to include. But for the onboard features, JetBlue designers drew upon their own travel experiences, crewmember tales, and the airline's loyal customers for inspiration, even creating fictional characters to compile a list of the items they might be traveling with. Plane spotters are encouraged to give the overhead bins, under-seat storage areas, and the luggage holds a closer look to see if they can spot the nearly 50 items these "Blueprint" customers are traveling with.

Although "Blueprint" features just three signature JetBlue colors, it is one of the airline's most intricate special livery designs and took nearly two weeks to paint at a facility in Quebec. The first-ever JetBlue E190 special livery debuted at Boston's Logan International Airport and will operate on routes served by the E190 throughout the JetBlue network.

'Highrise' Reaches for the Skies

JetBlue has come a long way since launching its first two routes, now flying to 100 destinations across the U.S., Caribbean and Latin America. And even as the airline looks toward more growth in the years ahead there's still no place like home. That's why New York's Hometown Airline® is honoring the city that never sleeps with a tailfin take on the buildings that form the iconic skyline.

The design, which depicts the image of bright lights through window panes of city high-rises, is meant to reflect JetBlue's growth and New York's perpetual desire to reach for the sky. Four of JetBlue's signature colors are reflected in "Highrise" and the illuminated windows can be rearranged creating a slightly different pattern on different aircraft tailfins.

The "Highrise" pattern debuted at New York's John F. Kennedy International Airport (JFK) and will be added to additional aircraft this year across the JetBlue network, so customers can be on the lookout for the newest tailfin design in a city near them.

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 38 million customers a year to 100 cities in the U.S., Caribbean, and Latin America with an average of 925 daily flights. For more

information please visit www.jetblue.com.

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