NEWS RELEASE

# American Airlines Named Brand of the Year by Harris Poll

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The 2017 Harris Poll has named American Airlines as its "Full Service Airline" brand of the year in its annual Harris Poll EquiTrend brand study.

Now in its 29th year, the Harris Poll analyzes more than 4,000 brands in 450 categories across a range of industries. This year's poll captured the opinions of 100,000 U.S. based consumers on brand familiarity, quality and consideration. Brands that receive the highest ranking in Brand Equity are then named "Brand of the Year" within their industry category. The full Harris Poll EquiTrend Brands of the Year list can be found at **theharrispoll.com/equitrend-rankings/2017**.

This is the second recognition American has received this year. Earlier this year, American was named 2017 Airline of the Year by Air Transport World magazine.