

# American Airlines Officially Launches Reimagined AAdvantage Loyalty Program, the Gateway to a World-Class Customer Experience

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FORT WORTH, Texas — American Airlines leads the way in customer loyalty with the official launch of the reimagined AAdvantage® program, designed to reward members with enhanced benefits, more ways to earn status and the easiest way to unlock a world-class customer experience.

Airline introduces complimentary seat upgrades for all AAdvantage status members

- Starting March 1, AAdvantage® members will say goodbye to complicated elite qualifications as they welcome the simplicity of tracking one metric: Loyalty Points.
- The program gives members more ways to get status as they earn miles and Loyalty Points by flying, dining, shopping and using an AAdvantage credit card.
- AAdvantage status elevates the travel experience with free checked bags, priority check-in, priority security and priority boarding on American and oneworld® Alliance partners.
- AAdvantage Gold® and AAdvantage Platinum® members will also receive access to complimentary upgrades on all American flights within North America starting March 2, with complimentary travel companion upgrades coming later this year.

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At the center of this innovative approach is Loyalty Points, the only metric that, starting March 1, AAdvantage members need to track to earn status. This single-point system, in which one qualifying AAdvantage mile earned

equals one Loyalty Point, positions the AAdvantage program as the largest airline loyalty program that will not require members to track miles, dollars and/or flight segments to earn status.

“The past few years have taught us that loyalty is not one-size-fits all — it comes in different forms,” said Alison Taylor, American’s Chief Customer Officer. “We recognize the path to earning status is different for each individual, which is why we’re giving members more ways to earn Loyalty Points — whether by flying, shopping or using an AAdvantage credit card. We want to make it easier for our customers to achieve status wherever they may be in their travel journey.”

THE SIMPLICITY OF LOYALTY  
POINTS

In March, AAdvantage members will have access to an updated online AAdvantage Status Estimator to help project their status qualification from flying and shopping. For every qualifying AAdvantage mile earned, members receive one Loyalty Point. Members have been accruing Loyalty Points since Jan. 1. Also, in March, members will see their progress toward status with Loyalty Points within their AAdvantage account on **aa.com** and the American Airlines app.

AADVANTAGE 2022 STATUS  
REQUIREMENTS

Status	Loyalty Points
AAdvantage Gold®	30,000
AAdvantage Platinum®	75,000
AAdvantage Platinum Pro®	125,000
AAdvantage Executive Platinum®	200,000

Once a member achieves a status level, their enhanced travel experience and status will be valid through March 31 of the following year.



## COMPLIMENTARY UPGRADES FOR ALL STATUS MEMBERS

To elevate the travel experience for all status members, American is expanding complimentary upgrade access for AAdvantage Gold and AAdvantage Platinum members to include all flights on American within North America regardless of the flight distance. For travel starting March 2, an upgrade will automatically be requested if everyone in the reservation is eligible for a complimentary upgrade. Members will only need to use 500-mile upgrades if they want to upgrade travel companions who do not hold AAdvantage status.

Later this year, American will extend complimentary upgrades to one companion traveling on the same flight as the status member. At that time, all existing 500-mile upgrades in members' accounts will each convert to 250 Loyalty Points toward the 2022 status qualification period.

## EARNING MILES IS EASIER THAN EVER

In the air: AAdvantage members earn miles when they fly on American, the oneworld® Alliance carriers and other eligible airlines like JetBlue®. With the recently announced exclusive partnership with GOL, Brazil's largest airline, American continues to expand opportunities for AAdvantage members to earn, redeem and enjoy reciprocal benefits across its global network.

On the ground: Members earn miles from everyday spending with the AAdvantage eShopping™, SimplyMiles™ and AAdvantage Dining™ programs, booking hotels and rental cars with AAdvantage partners, as well as purchases made with an AAdvantage credit card.

**Learn more** about the new AAdvantage program.

## About American Airlines Group

American's purpose is To Care for People on Life's Journey®. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL and the company's stock is included in the S&P 500. Learn more about what's happening at American by visiting [news.aa.com](https://news.aa.com) and connect with American on Twitter [@AmericanAir](https://twitter.com/AmericanAir) and at [Facebook.com/AmericanAirlines](https://Facebook.com/AmericanAirlines).