



NEWS RELEASE

American Airlines introduces limited-edition U.S. Soccer amenity kits in celebration of the 2026 summer of football

2026-05-13

FORT WORTH, Texas — Ahead of North America hosting the FIFA World Cup 2026™, American Airlines, as the Official North American Airline Supplier of FIFA World Cup 26™ in partnership with Qatar Airways and the Official Airline of U.S. Soccer, is helping fans everywhere celebrate with the introduction of new U.S. Soccer-themed amenity kits. These new kits will debut at the beginning of June and fly through July.

“This summer is shaping up to be incredibly exciting for American as the Official Airline of U.S. Soccer,” said American’s Chief Marketing Officer Caroline Clayton. “Not only will we help fly fans to host cities on more flights than any other domestic carrier, but these amenity kits will help build excitement and passion for the tournament — and are match day ready! We’re excited to see them become part of this iconic tournament.”

From the plane to the game

Designed for the journey and the celebration, these amenity kits can move with fans from the cabin to the stadium all summer long.

- Flagship® First and Flagship Suite® Preferred seats: A clear bag with blue leather piping and a removeable crossbody strap.
- Flagship® Business and Flagship Suite® seats: A clear bag with leather piping detail that can be worn two ways — as a belt bag or crossbody.
- Premium Economy: A clear pouch with a removeable wrist strap.



Tim Howard wearing Flagship® First and Flagship Suite® Preferred seat amenity kit.

"The passion around soccer in this country continues to grow, and partnerships like this help turn that energy into experiences fans can actually see, touch and be part of," said U.S. Soccer Chief Commercial Officer David Wright. "These amenity kits are a creative way for American Airlines to celebrate the summer of soccer and help fans carry that excitement with them, from the airport to the stadium and everywhere in between."

American gives fans more ways to experience the beautiful game

Throughout the summer, American customers will have new ways to join the excitement, including special gate celebrations ahead of some of the tournament's most anticipated matches.

American also added 27,000 seats across 12 new and existing routes to support fan travel and is providing 1.45 million premium seats during the tournament. AAdvantage® members have also enjoyed exclusive opportunities to use miles — with millions of miles redeemed for thousands of match tickets.

Arrive refreshed with curated skincare essentials

American's new amenity kits feature a curated selection of travel-ready skincare designed to refresh customers throughout their travel journey. Each kit features a curated selection of hand and body lotion, lip balm and brand-new items fit for summer: after-sun cooling gel and soccer-style socks, which will be available in both Flagship® First and Flagship Suite® Preferred seats and Flagship® Business and Flagship Suite® seats.

About American Airlines Group (NASDAQ: AAL)

American Airlines is a premium global airline connecting more of the U.S. to the world. With roots tracing back to an air mail carrier in the Midwestern United States in 1926, American now operates more than 6,000 daily flights to more than 350 destinations in more than 60 countries and serves more than 200 million customers annually. Powered by a proud and talented team of 130,000 aviation professionals, American's team lives out the airline's purpose of caring for people on life's journey every day.

The world's largest airline proudly celebrates its centennial year in 2026, reaching a milestone that reflects a century of innovation and the Forever ForwardSM spirit that changed the industry and the world. American introduced the first scheduled air cargo service, the first airport lounge and the first airline loyalty program and continues to reinvent the customer experience today. The airline is also a founding member of the oneworld alliance, whose members serve more than 900 destinations around the globe.

Get the latest about American at news.aa.com and [@AmericanAir](https://twitter.com/AmericanAir).

