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airberlin group selects Sabre in landmark technology agreement

Airline to migrate to Sabre's passenger service system in 2016

BERLIN and SOUTHLAKE, Texas, May 7, 2014 /PRNewswire/ -- One of Europe's largest carriers, [airberlin](#) group, has selected global technology provider [Sabre Corporation](#) (NASDAQ: SABR) to provide a full suite of technology software to support the carrier's global business. The long-term agreement will see the airline move to an integrated platform for a broad range of critical airline operations including [SabreSonic® Customer Sales & Service \(CSS\)](#) passenger reservations system, inventory, check-in, eCommerce, data insights and network management.



Using Sabre's robust and flexible software, airberlin will be able to further optimize daily operations, drive incremental revenues and provide guests with a more personal travel experience through targeted flight offers and tailored services.

Ensuring a seamless transition to Sabre will be a major focus for the airline, and it is wholly committed to providing continued functionality to its business partners, including travel agencies, tour operators, price comparison websites and global distribution providers.

Wolfgang Prock-Schauer, Chief Executive Officer, airberlin said: "With Sabre, we get an integrated solution from a single provider which will enable us to achieve our commercial goals and become more efficient in many areas. The Sabre software will also help us deal with requests from our flight guests on a more individual level, enabling us to offer them an even more personal travel experience."

"The move to Sabre supports airberlin's strategy to work with its airline partners, in particular Etihad Airways, to drive business efficiencies and offer an even better, more consistent experience for guests. We will continue to be a strong and reliable partner to our associates like travel agencies, tour operators and corporates in Germany, Austria, Switzerland and globally," Prock-Schauer continued.

Tom Klein, Chief Executive Officer, Sabre said: "airberlin is embarking on an exciting journey to create world-class efficiencies in line with its customer-first approach, and we are proud to be selected as the technology partner that will help enable this. Europe is a key growth region for Sabre, and airberlin joins a growing number of European carriers who have selected Sabre. We will work closely with airberlin in the coming years to support their business and unlock innovation opportunities, leveraging the latest data, mobile and personalisation trends."

Sabre's technology is favored by 225 airlines worldwide including most of the world's largest carriers. Its flexible and scalable software allows airlines to operate how they want to, and adapt their business to changing needs and requirements. It optimizes day-to-day airline operations and ultimately helps airlines solve their biggest challenges - to increase revenues, reduce costs and deliver better travel experiences.

The migration to Sabre's passenger reservations system begins this summer, continuing into 2016. Beginning July this year, airberlin will start using Sabre's network management tools.

About Sabre

Sabre® is a leading technology provider to the global travel and tourism industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, such as passenger and guest reservations, revenue management, and flight, network and crew management. Sabre also operates a leading global travel marketplace, processing over \$100 billion of estimated travel spend in 2013 by connecting travel suppliers to their most valued customers, the business traveler. Headquartered in Southlake, Texas, USA, Sabre operates in approximately 60 countries around the world.

About airberlin

airberlin is one of the leading airlines in Europe and flies to 147 destinations worldwide. The second largest airline in Germany carried more than 31.5 million passengers in 2013. airberlin offers a global route network through its strategic partnership with Etihad Airways, which has a 29.21% share in airberlin, and through membership of the **oneworld**[®] airline alliance. The airline with the award-winning service operates codeshare flights worldwide with 16 airlines. The fleet has an average age of five years and is among the most modern and eco-efficient in Europe.

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