



[www.flysaa.com](http://www.flysaa.com)

Fasten your seatbelt and stay on South African Airways, perating from Mozambique. It offers high quality flights to almost all over the world and several countries in Africa, including South Africa. What the company does is make the trip each a unique experience and to repeat many times.



**BRAND VALUES**

Flying since 1934 the airline is South African pride. South African Airways has the mission to continue to have more and more travelers while also intends that sustainability and comfort make parts of these trips. Over the years he has won several prestigious awards, which includes Best Airline in Africa “in the Skytrax. For each prize won the company created conditions to innovate and bring excellence in their products and services.

**COMMUNICATION**

South African Airways bet a communication directed to both business and families and are frequently travel packages to almost everyone. Present in social networks, use Facebook and Twiter to inform and advertise all their products.

**PRODUCTS AND FUTURE DEVELOPMENTS**

The wide range of products that the company offers include: business and leisure, Voyager (miles system), OnBiz (business travel), cargo transport and technical services.



**1934**

On November 1 the company acquired the first three aircraft engines and this was used for domestic flights was a Junkers Ju 52/3m.

**1940**

On 24 May, all domestic services are suspended and the company only flies in the military.

**1952**

Officially opens the International Jan Smuts Airport, the following year the SAA flies for the first time from London to Johannesburg and becomes the first airline outside the United Kingdom to operate jet aircraft.

**1967**

It was held the first weekly flight jet between South Africa and Australia.

**1976**

It made the first commercial flight with a Boeing 747SP. The route was Joanesburgo-Lisbon-Athens-Rome.

**1981**

South African Airways introduced three classes of service for a flight from Australia: Blue Diamond First Class, Business Class for Gold, Silver for economy class passengers.

**1997**

The 22 Marco SAA introduces a new corporate identity, the tail of the aircraft shall bear the logo that reflects the colors of the new flag of South Africa: red, blue, gold, black and green.

**2007**

On November 29, it is with pride the official carrier of the South African rugby team, the Springboks, as part of a sponsorship between the airline and the South African Rugby.