

Malaysia Airlines onboard with Paris, Man Utd

- A Monitor Report

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Kuala Lumpur : Malaysia Airlines has made a series of announcements which the flag carrier says, mark "a bold and exciting new chapter" for the airline.

Among the announcements are an expansion of routes in Asia Pacific, new lie-flat Business Class seats for the Boeing 737-10, a first for the airline's narrowbody fleet, and changes to Economy Class fare tiers.

The flag carrier has also announced a co-branded aircraft livery with Manchester United soccer club, and a three-year partnership with Atout France, aimed at enhancing tourism promotion and increasing visitor arrivals to Paris via Malaysia Airlines' global network.

The airline is increasing flight frequencies across its Asia-Pacific network, with added services to Sydney, Melbourne, Auckland, Surabaya, Phuket, and Trivandrum.

Izham Ismail, Group Managing Director, Malaysia Aviation Group, said, "With the introduction of lie-flat Business Class seats on our new Boeing 737-10 aircraft, we are redefining the travel experience for our guests."

Malaysia Airlines has also announced changes across Economy Class fare tiers, with the new tier of Economy Value (formerly Economy Lite), joining Economy Basic and Economy Flex. Economy Value includes 7kg cabin baggage, 20kg checked baggage, complimentary meals, a 10 percent child discount, and booking flexibility for a fee.