

Air France-KLM rumored to be mulling rebrand

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Dhaka: Air France-KLM is reportedly mulling a rebranding of the Franco-Dutch airline group to "The Blue Group," according to rumors circulating in industry circles.

The proposed name is a direct reference to the dominant blue color palette across its member carriers — Air France, KLM, and Scandinavian Airlines (SAS).

Air France-KLM currently holds a 19.9% stake in SAS but has announced its intention to acquire a majority stake in the near future, with plans to raise the holding to 60.5%.

A neutral name would also better position the group for further airline acquisitions, mirroring the model of International Airlines Group (IAG), which unites British, Spanish, and Irish carriers under a geographically neutral parent brand.

One reported expansion target is TAP Air Portugal, which the Portuguese government has put up for sale through a competitive bidding process. Air France-KLM arch-rival Lufthansa Group is also participating.

Dutch media reports suggest there is no internal consensus on the rebrand yet. Group CEO Benjamin Smith reportedly favors the change, while other senior executives remain unconvinced.

An Air France-KLM spokesperson said, "When the project to raise the stake in SAS to 60.5% was announced in July 2025, the question of the group name was already asked and answered."

"It is only logical to have that discussion, considering that we intend to add new brands to the group. The current name only reflects our two historic brands. At this point no decision has been made," the spokesperson added.

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