

Inside – find out what's happening



Important News – Airmiles is changing



Please recycle me





Lloyds TSB



Your membership number

3021569871256855

Your Airmiles balance

On <DD MMMM YYYY>
<balance> Airmiles

We will multiply your balance by ten
(in line with other changes we're making)
when we turn your Airmiles into Avios
on 16 November 2011

September 2011

Airmiles is changing to Avios on 16 November 2011

Dear <Name>

We have important news to tell you about Airmiles.

On 16 November 2011, we'll become Avios – and that means you'll collect Avios instead of Airmiles.

Don't worry, the booking you've made is safe and sound.

Why is this happening?

You may have heard that British Airways merged with Iberia earlier this year. Together, we have decided to create a shared reward currency, Avios, for British Airways Executive Club, Iberia Plus and Airmiles members like you.

What is changing?

Apart from our name, sharing the same currency means on 16 November:

- We'll turn every Airmile in your account into ten Avios
- You'll be able to collect Avios when you pay cash for British Airways or Iberia flights
- We'll take the airline taxes, fees and surcharges out of our Zone fares and you'll pay them in cash instead. But we'll discount these on British Airways and Iberia flights for Regular Collectors flying to Avios Zones 1, 2 or 3
- You'll be able to get more flexible rewards – like one-way flights and flights in and out of different airports
- You'll no longer have to pay extra to fly from a regional airport – we're scrapping the 500 mile supplement when you're flying a British Airways route

And it doesn't stop there. Avios will bring more exciting opportunities – get a taste in the booklet we've popped in with this letter.

To do all this, **we are changing our terms and conditions** and we've enclosed the new terms for you.

Turn over to see what to do now

What is next?

Don't worry, you don't need to do anything different – just keep collecting Airmiles in the same way and we'll turn them into Avios for you on 16 November.

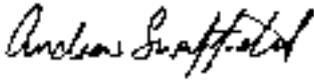
And you can still book under our Airmiles customer and booking terms and conditions until 15 November online, and until 8pm on 16 December 2011 if you call us to book.

Discover more about Avios and ask questions at www.airmiles.co.uk/avios

But we'll also be sending exclusive emails when we've more to tell. To be first to hear, let us know your email address at www.airmiles.co.uk/myaccount

We can't wait to tell you more.

Yours sincerely



Andrew Swaffield
Managing Director

Airmiles Pacific House, Birchwood Boulevard, Birchwood, Warrington, Cheshire WA3 7WE

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Registered office: Astral Towers, Betts Way, London Road, Crawley, West Sussex RH10 9XY. Registered in England No. 2260073.

From 16/11/2011 to 20:00 15/12/2011, we'll multiply the Airmiles prices of our current offers by ten to align them with the Avios currency and take into account your new balance (which will also have been recalculated).

If you book one of our new Avios offers (priced fully or partly in Avios), you will no longer be able to book a re-valued Airmiles offer.

The airline taxes, fees and surcharges include your security and/or insurance surcharge, your fuel surcharge imposed by the airlines, and your taxes, fees and charges imposed by Government Authorities and Airports.

*Regular Collector means a member who has collected at least 1 Avios in the preceding 12 months.

Imagine a new world. A world where you can get more flexible rewards.

The simply priced Zones will still be there. But now you can fly in and out of different airports. Change things if your plans change. And jet off to more places in a bigger Zone 1.

That world is coming.

And it's better than you imagined.

Introducing Avios

Coming on 16 November 2011

Get the full story

We know this is a lot to take in. And it's only the beginning of our story. So we'll be sending emails when we have more new things ready.

But we don't have a valid email address for you.

To get our early updates:

- 1 Go to www.airmiles.co.uk/myaccount
- 2 Log in (or set up your account online if you've not logged in before)
- 3 Check your email address is correct
- 4 Make sure the '**By email**' boxes are ticked

The first update will be on 27 September, so make sure you're ready.

We're ripping up the old rulebook Introducing Avios

This is not just a 'new look' – although we hope you like the one we've created.

This year, our owners British Airways merged with Iberia, giving us the opportunity to create a shared reward currency – and give you so much more.

We've had hundreds of our members involved. And we've scrutinised every molecule of Airmiles to create Avios.

Here's how we're doing it.



Get the full story

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Introducing Avios

Coming on 16 November 2011



What's coming?

We're most excited about the new things we have in store – and we can't keep it in a second longer.

Collecting on flights

We figured you probably like holidays – after all, you are collecting Airmiles.

So we're going to give you big rewards when you fly – based on the distance. We don't today. But we will with Avios.

So, from 16 November, you'll be able to get hundreds of Avios whenever you pay cash to fly with names like:



We'll be adding more airlines soon – to make sure you're first to know, sign up for our emails (turn over to see how).

You'll also get extra Avios if you fly in premium cabins.

- Premium Economy – 25% extra
- Business – 50% extra
- First – Double Avios

More freedom

Mrs Ingrid Zammit

"I would like to be able to fly into one airport and return from another ... Please can you change your rules on this ..." March 2011

We know you like the freedom to do things your way.

So we're introducing **tailor-made trips**, with one-way flights and the option to fly in and out of different airports. That's **ideal for fly-drives, tours and twin centre breaks**.

To make it simple, you just pay half the return fare per flight and the relevant airline taxes, fees and surcharges.

And, if you change your mind about a flight, you won't lose your Avios (like you could with Airmiles today), you can **make changes or cancel** for £25pp up to 24 hours before you fly.

What's going?

We've talked to hundreds of members – and read the posts on our Facebook page – and we understand what you like and don't like.

Regional supplement

The Bryan Household

"Customer service is great just a pity we have to pay so much more to fly from regional airports like Manchester ..." December 2010

We're making things fairer for all by creating Zones that start from your regional airport – with fares based on the distance you fly.

And, as part of this, **we're scrapping the supplement to fly from your chosen airport**.

Credit card fees

Put simply, we're scrapping all credit card fees when you book with us.

All-inclusive fares

We know you like our **simply priced Zones**, each with one fare, but to keep giving you this we need to separate airline taxes, fees and surcharges from our fares (as we don't control these and how much they fluctuate) – and you'll pay them in cash.

But we're launching our **Reward Flight Saver** for our regular collectors*.

Here's how it works: if you're flying to Zone 1, 2 or 3 with British Airways or Iberia, you'll pay the Avios fare and £27 pp return (£34 for premium cabins) – and **we'll pay the airline taxes, fees and charges for you**.

What's staying?

To be honest, we're fine-tuning everything in some way – like adding extra destinations to Zone 1 when creating our Avios Zones.

Your choice

You'll be able to use Avios for anything from flights to days out, Eurostar™ and hotels.

Your Zones

Our popular Zones are staying. But we'll have nine (not seven) so it'll be **easier to reach new destinations**. And fares will be based on the distance you fly from your chosen airport.

And you'll get **more choice in Zone 1** with our new Avios Zones – with some old Zone 2 destinations moving to Zone 1, like Prague, Nice and Milan.

Your favourite brands

You'll still be able to collect with names like:



And via our Avios eStore at online shops like:



Our cartographers are busy remapping your world – but here's a taste

Don't worry, we'll be recalculating the Airmiles you've got – **multiplying your balance by ten** on 16 November 2011. And we'll recalculate the Avios you'll collect too.

Zone	Reward Flight Saver	Where
1	9,000 Avios	includes Amsterdam, Paris, Jersey – and now places like Prague and Geneva (formerly Zone 2)
2	15,000 Avios	includes Rome, Barcelona, Venice – and now places like Dubrovnik (formerly Zone 3)
3	20,000 Avios	includes Athens, Istanbul, Marrakech – and now places like Moscow (formerly Zone 4)
+ £27		
Zone	Reward Flight	Where
4	25,000 Avios	includes Larnaca, Sharm el Sheikh and Cairo
5	40,000 Avios	includes New York, Boston and Dubai
6	50,000 Avios	includes Orlando, Barbados and Cape Town
7	60,000 Avios	includes Bangkok, Hong Kong and Rio de Janeiro
8	70,000 Avios	includes Singapore and Buenos Aires
9	100,000 Avios	includes Sydney, Melbourne and Perth

Examples based on British Airways flights

*Reward Flight Saver includes airlines taxes, fees and surcharges and is for Regular Collectors, that's members who have collected at least 1 Avios in the preceding 12 months.



Imagine
a world where
the things you buy
can make you fly
That world is Avios

The journey begins on 16 November 2011

Find out first »





Help

Your basket

username

password

LOG IN

Forgotten your details?

HOME
Start here

COLLECT
Places to get Avios

SPEND
Get your rewards

ABOUT US
The who what & how

MY ACCOUNT
Transactions & Profile

About us » **Avios launch**

Avios launch



Picture a world where ‘ordinary’ becomes ‘extraordinary’. That world has arrived.

Sprouts become trips to Brussels. Granny Smiths grow into weekenders in the Big Apple. Filling up your car turns into boarding a plane.

Our change to Avios isn't just a new look.

It's about giving you new opportunities – to get new adventures.

What's new?

- ✓ You can now collect on flights with British Airways and Iberia – [find out more](#)
- ✓ You can collect extra Avios when you fly in premium cabins – [find out more](#)
- ✓ You have more freedom – with one-way flights and flights in and out of different airports
- ✓ You don't have to pay credit card fees when you book with us
- ✓ There are nine Zones – with fares based on the distance you fly from your chosen airport

Our new website features

Try our Avios Calculator now »

(You'll need to log in)

Look out for other new features coming soon



Terms and conditions

Membership Card – read our Membership Card terms and conditions [here](#).

Collecting Avios on flights – the amount of Avios you collect depends on the distance you fly, the cabin you fly in and the type of ticket you hold. Avios will be added to your account within seven days of your inbound journey. Read the full terms and conditions [here](#).

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