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## Oman Air Takes To The Road In Oman

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Oman Air will kick off their largest ever road show in Oman on 19th June 2009. Running for 4 weeks, the campaign will see Oman Air take to the road to show off its new Business Class seat to the residents of Oman's major towns and cities.



The road show starts at Qurum City Centre on 19th June and 20th June, where customers will be able to experience the airline's revolutionary new Business Class seat for themselves, as well as find out information about the new product. The road show will then move to Muscat City Centre from 21 to 22 June, before going to Sohar at Sohar Plaze from 23 to 25 June, Sur at Al Wafi Plaza from 27 to 29 June, Nizwa at in front of Nizwa fort in 30 June and then making a journey south to Salalah where it will be positioned at the Salalah Khareef festival at the Municipal Entertaining Center from 15 to 20 July 2009

The Business Class seat was unveiled earlier this year during the ITB Berlin 2009 by the Airline's CEO, Peter Hill. Oman Air has just 20 seats fitted in its Business Class cabin, featuring a 4 abreast 1-2-1 layout which together with 17" video monitors gives an ambience and spaciousness that exceeds most of our competitor's First Class offerings. To deliver the last word in In-flight Entertainment, Oman Air has selected the Thales i5000, which combined with the Rockwell Collins Tailwind 560 platform will provide Live TV, featuring news, sports and movie options to every seat on the aircraft. Similarly, every passenger will have access to e-mail, internet and mobile phone/laptop connectivity.

Oman Air's brand new Business Class seat will be installed in its fleet of their new Airbus

A330-200/300 aircraft the first of which is being delivered in September. The Muscat-based airline is investing heavily in its product and services, to match the growing reputation that Oman is receiving as an up market leisure destination as well as an increasingly important business centre.

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