

GUNNAR MÁR SIGURFINNSSON
Framkvæmdastjóri
Icelandair Cargo

ICELANDAIR



TF-F11

BOEING 757-200

NORTH COAST

"Fresh Seafood... Naturally!"



NORTH COAST



LEIÐARKERFI Í FLUGI SKAPAR **EINSTAKT TÆKIFÆRI
FYRIR **FERSKAN FISK** FRÁ ÍSLANDI**

21.11.2013

ICELANDAIR GROUP



| Icelandair Cargo er eitt af 9 dótturfélögum Icelandair Group

| Starfsemin byggist í grunninn á:

- Eigin fraktflugi
- Leiðakerfi Icelandair

PROUD 76 YEARS



Two De Havilland Rapides and one Beechcraft aircraft, operated by Flugfélag Islands, c.1944.

■ **1937:** Flugfélag Akureyrar is established.

■ The airline moves to the capital and re-names itself Flugfélag Islands. Two years later, it begins scheduled flights within Iceland on an 8-seat Beechcraft D-18.



■ **1944:** As the Second World War nears its end, three pilots establish their own competing airline, Loftleiðir. It flies to the West Fjords and Westman Islands in Iceland. One of its first aircraft is a Grumman Goose.

■ The same year, Flugfélag Islands flies to Scotland for the first time.

■ Loftleiðir uses the Douglas DC4 Skymaster on its international routes in the 1940s and 1950s. They are Iceland's first serious long-haul aircraft: a crossing to North America takes about 14 hours.



■ **1955:** Loftleiðir begins flights to Luxembourg. The grand duchy is chosen because it is not bound to the IATA treaties. Loftleiðir is thus able to offer lower fares from North America to Europe because it does not participate in the price fixing of the IATA countries, but this also means it is more difficult to find suitable destination countries.

■ **1957:** Flugfélag Islands purchases two Vickers Viscount 759 turboprop airliners. Powered by turbines, and with pressurised cabin space, their use cuts flying time to Copenhagen to four and a half hours.

■ Two years later, Loftleiðir follows suit and acquires its first Cloudmaster DC-6B aircraft.

■ Flugfélag Akureyrar / Flugfélag Islands
■ Loftleiðir
■ Icelandair

■ **"We're slower, but we're lower":** Loftleiðir's ad campaign in the US is a great success at attracting passengers who want the cheapest route across the Atlantic. Loftleiðir becomes known as the "hippie airline" as it transports young people heading off to discover the world. One flight attendant recalls that during these heady years, she once had to ask passengers to smoke regular cigarettes and not pot on board.



■ Flugfélag Islands acquires the country's first jet plane in 1967. It is so big that it cannot land in Reykjavik, so international flights are moved to Keflavik Airport. Passengers are also allowed to make stopovers in Iceland; this greatly increases tourism within the country.



■ **1984:** Saga Class is launched. The free alcohol is especially appreciated since beer is illegal at the time in Iceland.

ICELANDAIR

■ **1973:** After decades of fierce competition, the Icelandic government approves a merger between Flugfélag Islands and Loftleiðir. The new airline is called Icelandair.

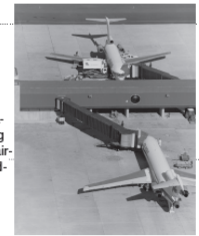
■ **2008:** Icelandair refurbishes its aircraft, installing new seats and a new in-flight entertainment system (where, incidentally, you can watch a feature-length version of this history). The company introduces three classes on board its aircraft: Economy, Economy Comfort and Saga Class.



■ **2010:** The Eyjafjallajökull eruption causes one of the biggest challenges in aviation history. Icelandair transfers its base to Glasgow and is able to operate most of its services. Following the disruption, the airline helps launch the award-winning campaign inspired by Iceland, which generates record numbers of tourists to the island.

■ **2012:** The airline expects to buy 2 million passengers in 16 Boeing 757 aircraft. There will be about 10,000 passengers per day during peak periods.

■ **1987:** Two Boeing 737-400 jets are added to the fleet, thus beginning a long, fruitful relationship with the aircraft manufacturer. Making use of a new airport terminal at Keflavik, the airline adjusts its flight schedule to the "hub-and-spoke" model that is still used today. Flights from North America and Europe coincide so passengers can connect in many different ways.



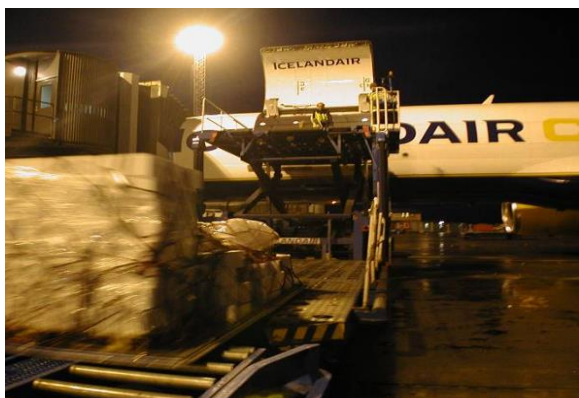
Approximate number of passengers per year '000

0

FLUTNINGASTARFSEMI 2013

I 4 meginverkefni sem félagið vinnur að

- Innflutningur
- Útflutningur
 - Yfir 90% ferskur fiskur
- Transit frakt
 - Stór hluti ferskt og lifandi sjávarfang.
- ACMI (Leiguflug með viðhaldi og áhöfnum).



FLOTI

Fraktflug Icelandair Cargo:

- | 3 Boeing 757-200 Cargo A/C
 - 1 x B757-200 PF
 - 2 x B757-200 CF
- | 2 vélar í leiðarkerfi til og frá Íslandi
- | 1 vél í verkefnum í Evrópu
- | Burðargeta 29-37 tonn – 15 gámar.

Farpegافلug Icelandair:

- | „Belly“ pláss í farpegavélum
- | 3 til 9 tonn í ferð
 - 20 x B757-200
 - 1 x B757-300





40 ÁFANGASTAÐIR 2014



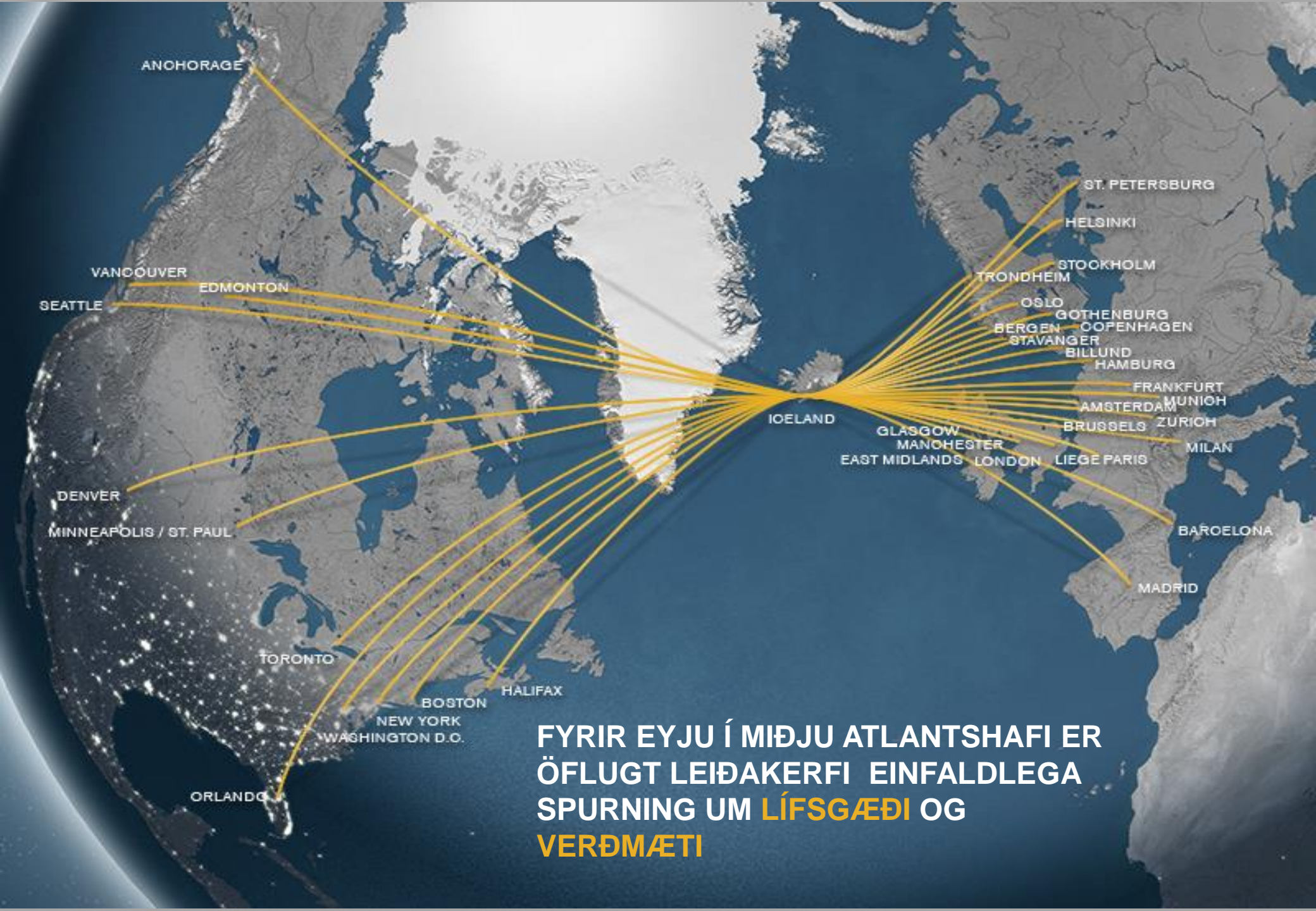
OKKAR FORSKOT



FERSKLEIKI SEM ENGINN NÆR!

- | Íslenskur fiskur sem fluttur er út með flugi hefur einstaka stöðu sem enginn keppninautur getur náð.
 - | Bátur veiðir fisk aðfararnótt þriðjudags
 - | Landar fiski snemma á þriðjudagsmorgun
 - | Fiskur verkaður og gerður klár í umbúðir fram yfir hádegi
 - | Afhendur á flugvelli 4 tímum fyrir brottför c.a. 14:00
 - | Flogið af stað t.d. Klukkan 18:00
 - | Lending c.a. 3 – 5 tímum síðar eftir áfangastað
 - | Fiskur afgreiddur út úr vöruhúsi c.a. klukkutíma eftir landingu
 - | Kaupandi tekur við fiski 3 – 6 tímum eftir að hann er lentur á áfangastað
 - | Fiskur flokkaður og pakkaður upp á nýtt fyrir verslanir
 - | Keyrður út frá heildsala milli 8 – 10 að staðartíma
 - | Komin í sölu í búðinni um klukkan 12:00
 - | Á borðum neytenda á lykilmörkuðum í Evrópu klukkan 18:00
-
- | Komin ofan í maga neytenda innan við 2 sólahringum eftir að hann er veiddur
 - | Norskur fiskur er 6 – 8 sólahringa í sama ferli
 - | Rússneskur meira





ANCHORAGE

VANCOUVER

SEATTLE

EDMONTON

DENVER

MINNEAPOLIS / ST. PAUL

TORONTO

BOSTON

NEW YORK
WASHINGTON D.C.

ORLANDO

HALIFAX

ST. PETERSBURG

HELSINKI

STOCKHOLM

TRONDHEIM

OSLO

GOthenBURG

BERGEN

COPENHAGEN

STAVANGER

BILLUND

HAMBURG

FRANKFURT

MUNICH

AMSTERDAM

BRUSSELS

ZURICH

MILAN

GLASGOW

MANCHESTER

EAST MIDLANDS

LONDON

LIEGE

PARIS

MADRID

BARCELONA

MADRID

IOELAND

FYRIR EYJU Í MIÐJU ATLANTSHAFI ER
ÖFLUGT LEIÐAKERFI EINFALDLEGA
SPURNING UM **LÍFSGÆÐI** OG
VERÐMÆTI

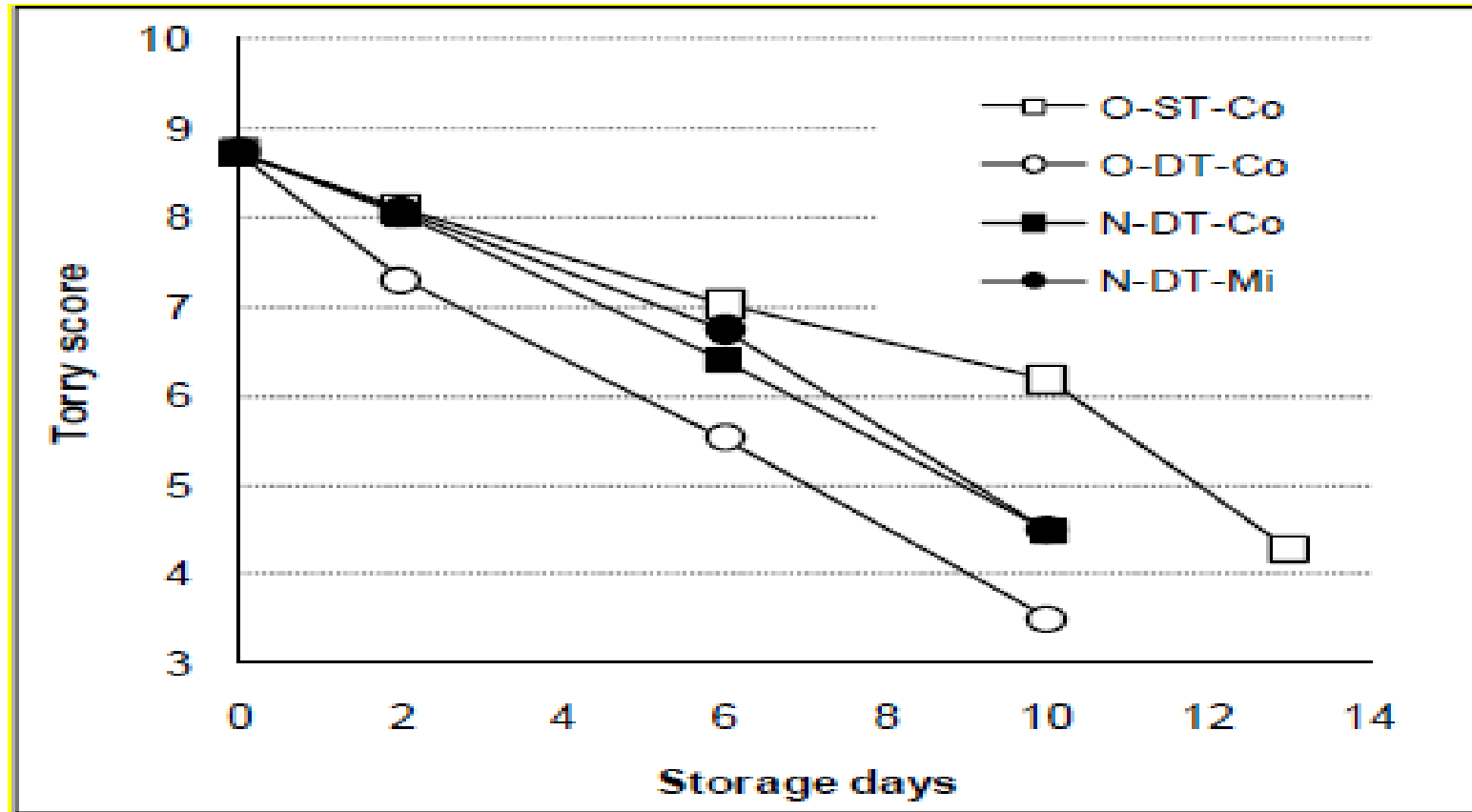
BRAGÐGÆÐI SKIPTA MESTU MÁLI

Torry Skalinn

Lykt	Bragð	Einkunn
Dauf lykt af sætri, soðinni mjólk, sterkju	Vatnskennt, málmkennt	10
Skelfisk-, þörungalykt, soðið kjöt	Sætt, kjötkennt, einkennandi fyrir tegundina	9
Minnkandi, hlutlaus lykt	Sætt, einkennandi en daufara	8
Sag, timbur, vanilla	Hlutlaust	7
Soðin mjólk, soðnar kartöflur	Bragðlítið (í ótt að óbragði)	6

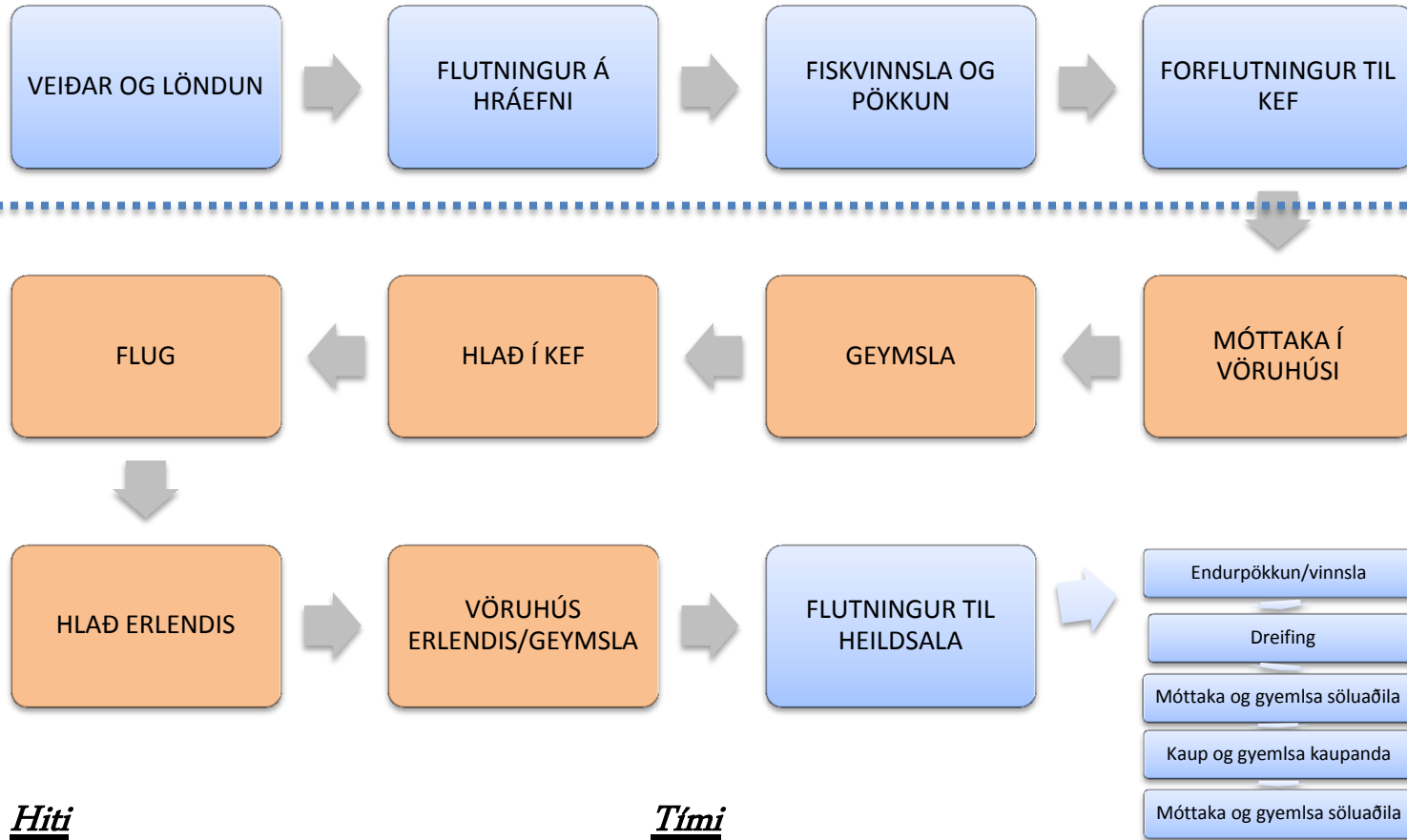
Heimild: Matis

TÍMI OG HITASTIG SKIPTIR ÖLLU



Heimild: Matis

Ferill



Hiti

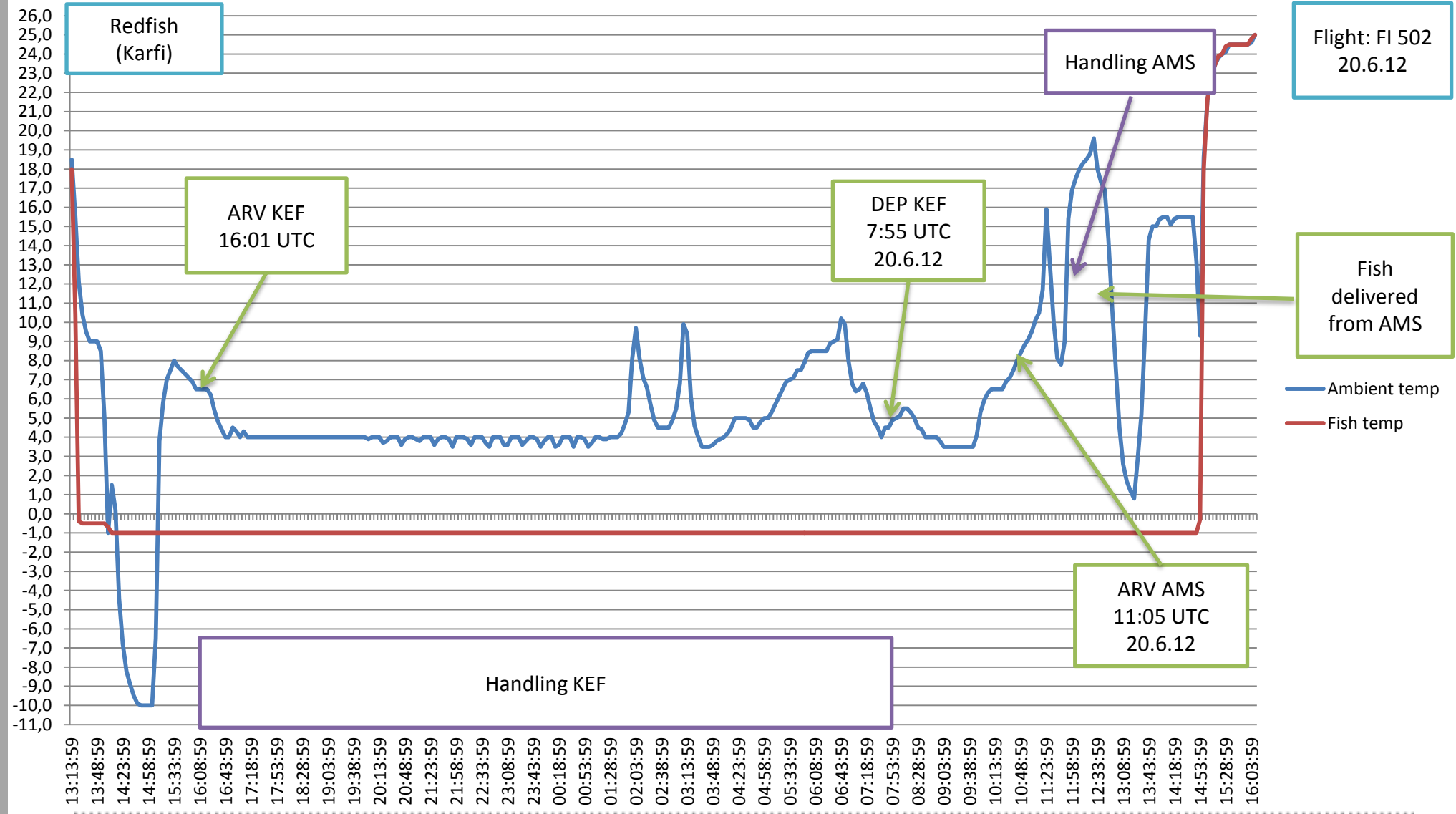
(i hverju hluta ferilsins) x

Tími

(sem fiskur er geymdur)

= Hitastuðull

ÁHERSLA Á GÆÐI OG FERSKLEIKA

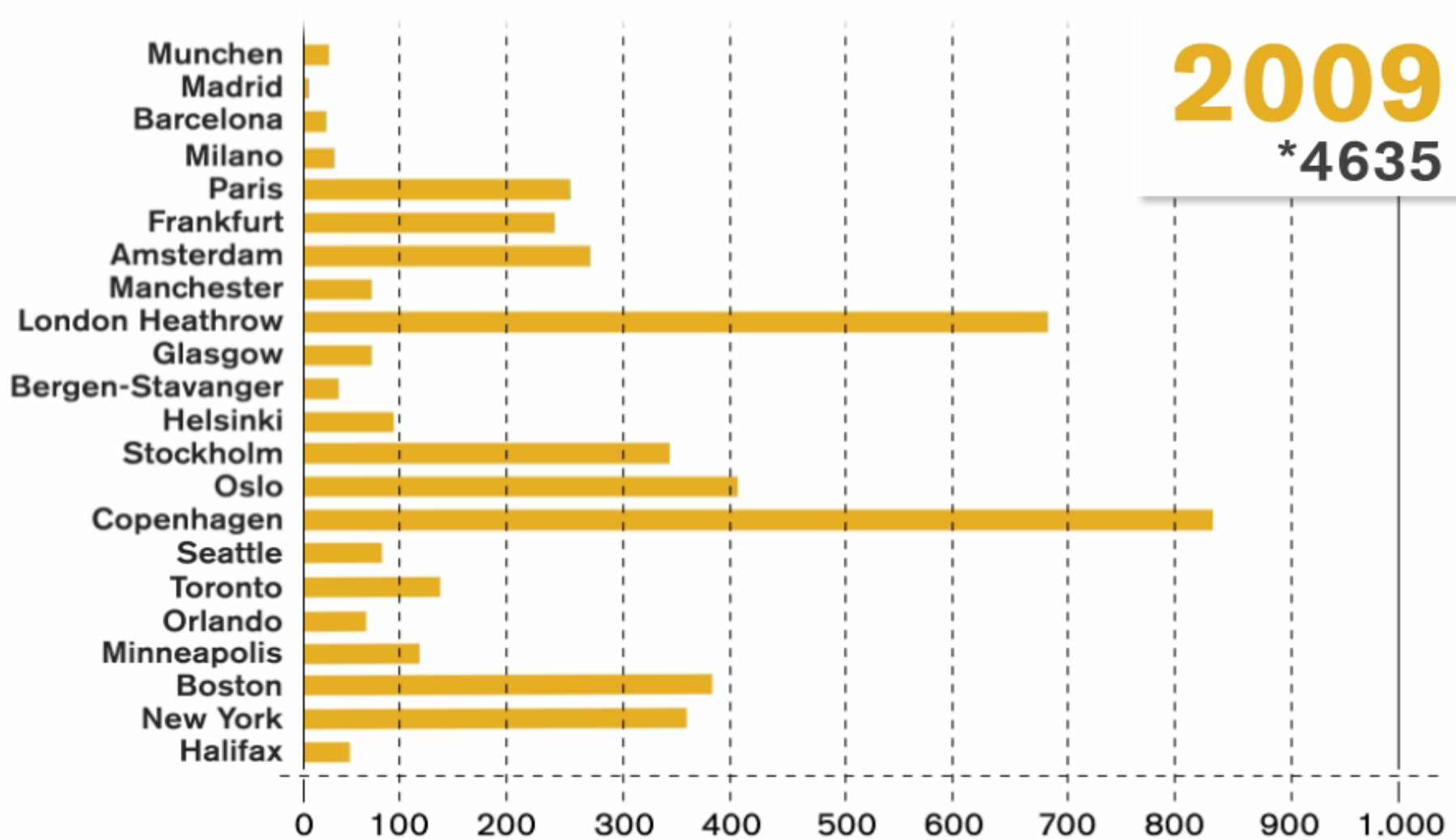




SÍÐASTI SÖLUDAGUR

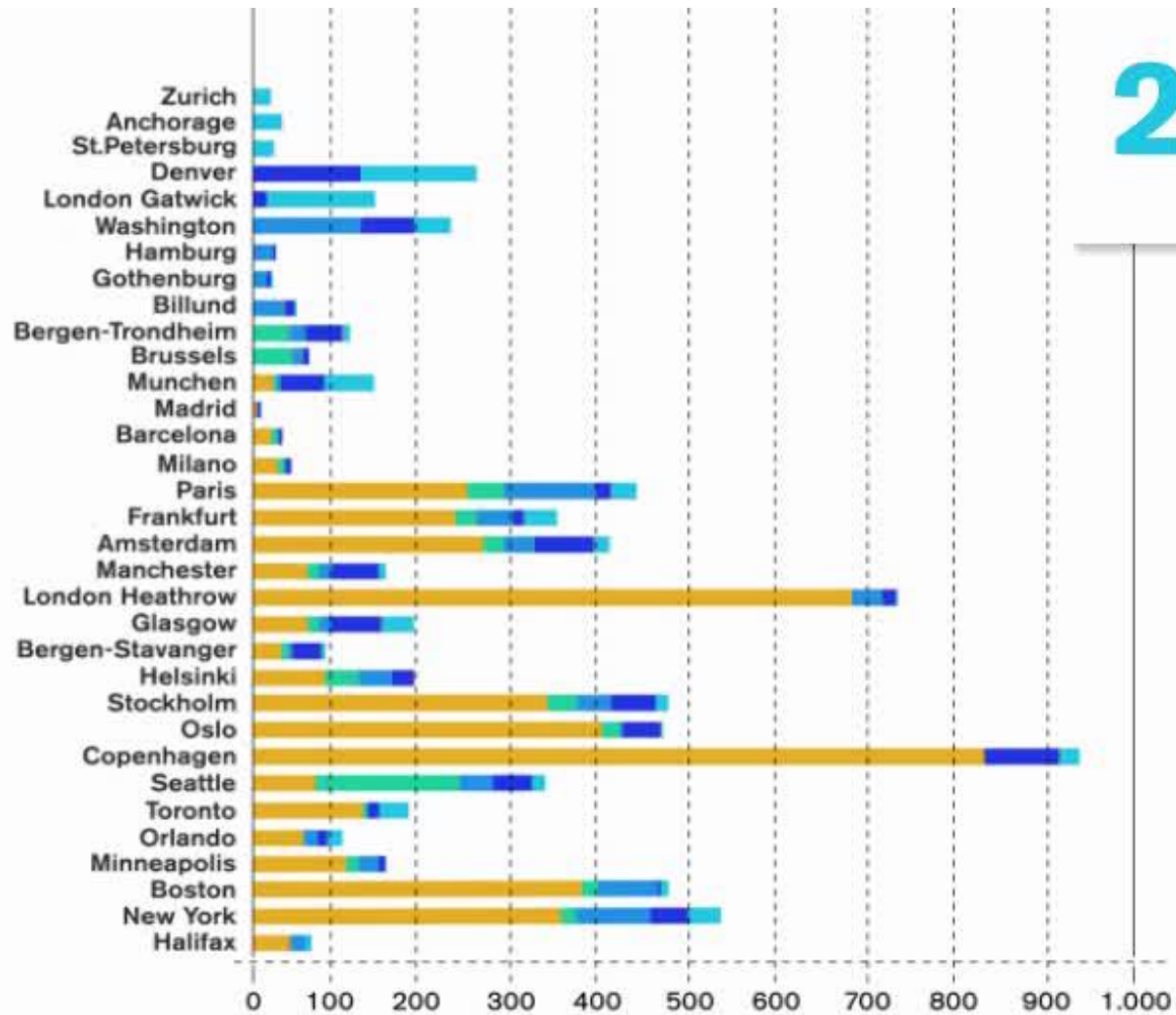
KRAFA UM FERSKLEIKA ER
MEGINÁSTÆÐA ÞESS AÐ VIÐ ERUM
ALLTAF Á FLJÚGANDI FERÐ

ÖRT VAXANDI LEIÐARKERFI



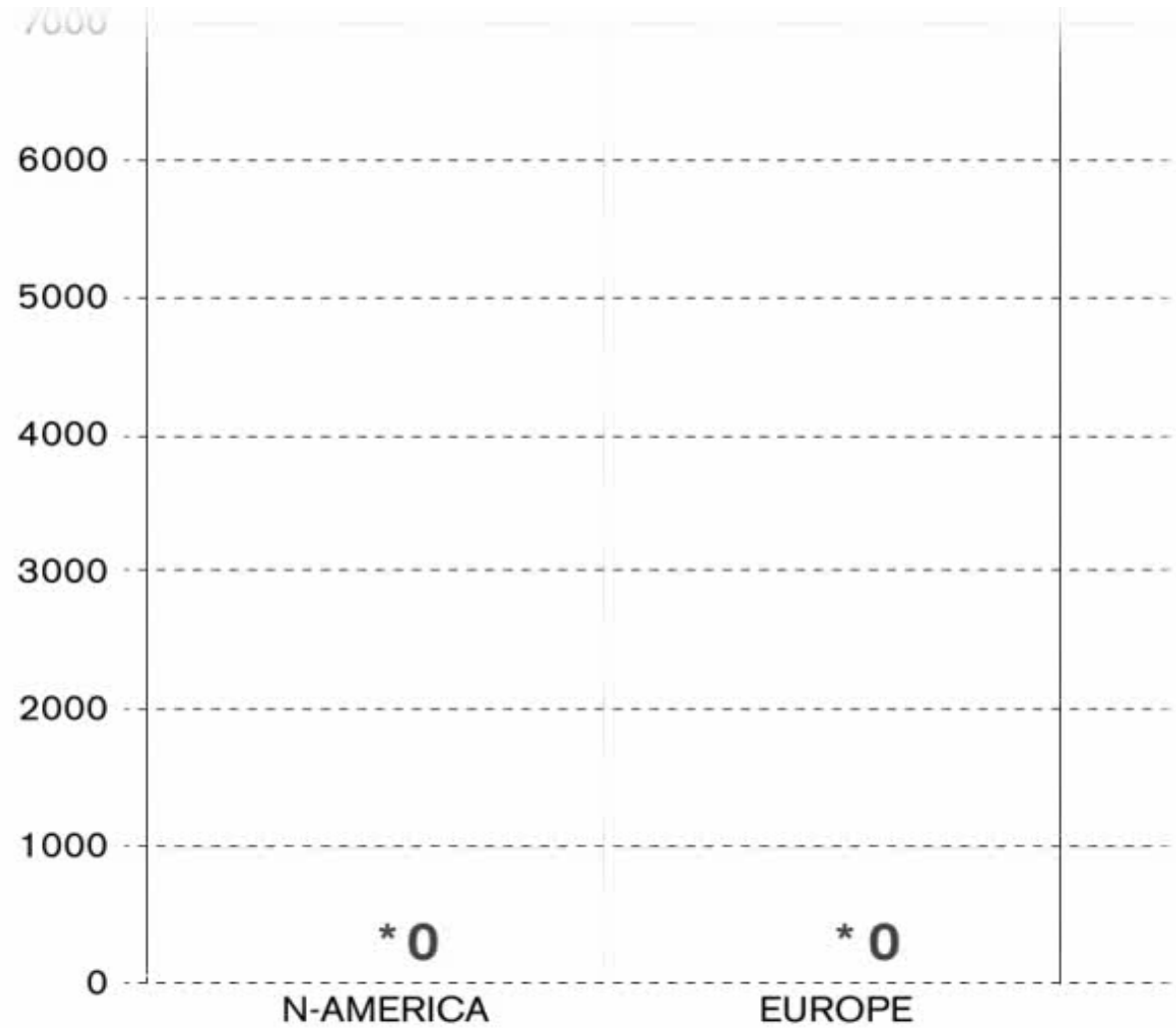
22 Áfangastaðir

ÖRT VAXANDI LEIÐARKERFI

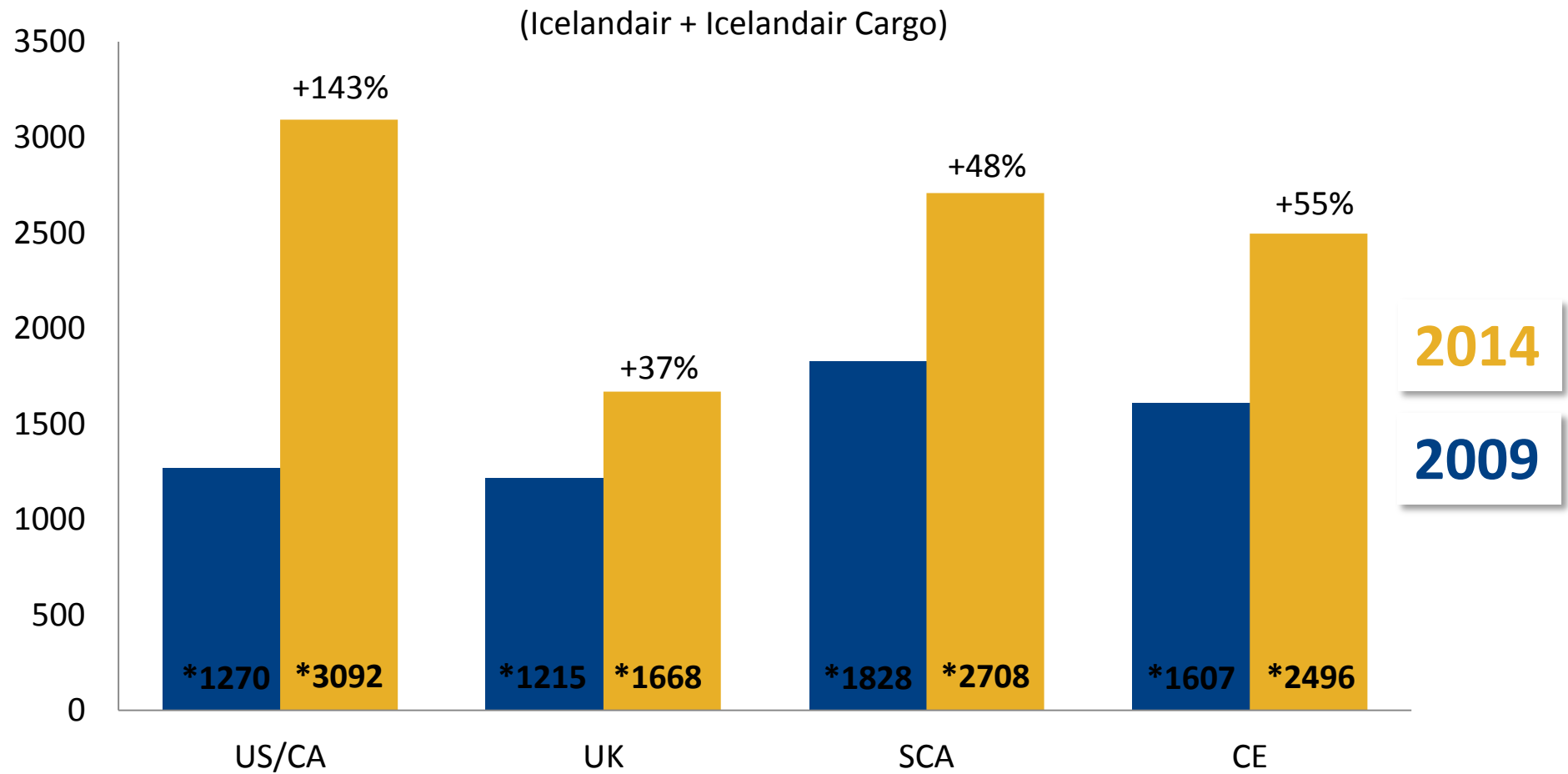


38 Áfangastaðir

ÖRT VAXANDI LEIÐARKERFI



MIKIL AUKNING Í FJÖLDA FLUGA



ÖFLUGARA LEIÐARKERFI

Árið 2009

- | 24 Áfangastaðir
- | 5.920 Flugferðir
- | Heildarútflytingur með flugi frá Íslandi var: c.a. 25.000 tonn

Árið 2014

- | 40 Áfangastaðir +66%
 - | 9.964 Flugferðir +68%
 - | Heildarútflytingur með flugi frá Íslandi er áætlaður c.a 30.000 tonn +16%
- | Afhendingaröryggið er mjög mikilvægur þáttur í sölu á ferskum fiski



CO₂ KOLEFNISJÖFNUÐ FLUGFRAKT

| Samstarf með Kolviði

| Dæmi um kostnað við kolefnisjöfnun:

KEF-BOS (pax)	ISK 0,72/kg (USD 0,00595/kg)
KEF-JFK (freighter)	ISK 5,29/kg (USD 0,04372/kg)
KEF-JFK (pax)	ISK 0,78/kg (USD 0,00645/kg)
KEF-EMA (freighter)	ISK 1,50/kg (USD 0,01232/kg)
KEF-LGG (freighter)	ISK 1,93/kg (USD 0,01585/kg)
KEF-LHR (pax)	ISK 0,39/kg (USD 0,00320/kg)
KEF-AMS (pax)	ISK 0,40/kg (USD 0,00328/kg)





TAKK
FYRIR!