

# KOREAN AIR 50 YEARS HISTORY

1969 — 2019

Excellence in Flight

**KOREAN AIR**

KOREAN AIR 50 YEARS HISTORY

Excellence in Flight

**KOREAN AIR**

**KOREAN AIR**



Excellence in Flight



Together, we will spread the wings of  
hope towards our 100-year milestone

Korean Air, a leading global airline that has contributed greatly to the development of Korean civil aviation, is pleased to mark its 50th anniversary. Starting with eight old aircraft and three overseas routes to Japan, we have become a global powerhouse with one of the world's largest networks flying to all six continents. Under the spirit of "Patriotism through Transportation," Korean Air has expanded the reach of the Korean people, first across the Pacific Ocean and then throughout the globe.

Korean Air has had a dynamic 50 years with countless difficulties and changes. However, we have overcome all these challenges and forged our own path.

Korean Air took the lead in establishing the SkyTeam Alliance and became a renowned airlines connecting more than 1,150 cities in 175 countries with its 18 partner airlines. Through a joint venture with Delta Air Lines, we have further extended our network and continued our robust growth.

We have introduced Korean food to the world by serving it in flight. We have led and continue to lead the development of the aerospace industry in Korea as the first to enter the aircraft manufacturing business. We have also contributed to the success of both the Seoul 1988 Olympic Games and the PyeongChang 2018 Olympic and Paralympic Winter Games, raising our national prestige. Recently, we successfully hosted the 75th IATA Annual General Meeting in Korea, placing the country at the center of the global aviation industry. And, as one of the world's top cargo carriers, we also held the No. 1 position for six consecutive years.

The publication "Korean Air 50 Years" tells the story of our efforts and achievements over the past half century. As the saying goes, "The past is a mirror of the future." Korean Air's history will also serve as a remarkable guide for us to prepare for the next 100 years.

We will move forward with confidence and pride as we embark towards a new half-century. Your loyalty and trust have been the foundation for our growth. We will continue to make you proud and uphold our legacy through Excellence in Flight.

Thank you again for your endless love and support.

November 2019

Korean Air Chairman **Walter Cho**

A handwritten signature in black ink that reads "Walt Cho".

# 50 Years of Korean Civil Aviation,

# 50 Years of Korean Air

006	Excellence in Flight, KOREAN AIR		
014	Korean Air 50 Years, 50 Historical Moments		
016	1969. Establishes Korean Air after acquisition of state-owned Korean Air Lines		
018	1969. Begins services to Southeast Asia		
019	1971. Launches trans-Pacific route		
020	1973. Introduces B747 jumbo jet, "Queen of the Skies"		
021	1973. Begins services to Paris, a gateway to Europe		
022	1975. Enters aerospace business		
023	1976. Launches service to the Middle East		
024	1979. Launches services to New York		
025	1980. Second oil shock and risk management		
026	1980. Pursues customer-centered service innovation		
027	1981. Opens exclusive Korean Air cargo terminals		
028	1982. Produces Korea's first fighter jet, F-5F Jegong-ho		
029	1983. Introduces Total Passenger Service System		
030	1984. Introduces Korean Air's new symbol, Taegeuk		
031	1984. Proclaims rise to new heights in business, opens era of Seosomun		
032	1986. Establishes Gimhae maintenance base		
033	1988. Expands services to North America and Europe		
034	1988. The World to Seoul, Seoul to the World		
036	1989. Opens Korean Air Flying School		
038	1990. Beyond ideological barriers, towards the world		
039	1993. Expands to Oceania, Latin America and Africa,		
		040	1991. Expands aerospace business, from depot maintenance to aircraft component development
		042	1992. Growth of in-flight meal business, "Highlight of Air Travel"
		044	1995. Acquires 100th aircraft
		045	1996. Rapid growth of cargo business
		046	1997. Establishes new headquarters in Gimpo
		048	1999. Appoints Yang Ho Cho as chairman and reinforces safety system
		050	2000. Launches SkyTeam, the first global "customer-centric" airline alliance
		052	2000. Launches operation control center for flight safety
		053	2001. Opens Incheon International Airport, hub of Northeast Asian logistics
		054	2004. Proclaims vision as a global leading airline under the mission, "Excellence in Flight"
		056	2004. Ranks No.1 in international air cargo transportation
		058	2005. Introduces new corporate identity (CI) and launches new uniform
		060	2005. Launches cabin makeover project
		061	2008. Launches Jin Air, a premium and practical airline
		062	2008. Establishes the Navoi Project, a Central Asian logistics hub
		063	2008. Sponsors global culture
		064	2010. Delivers "service excellence"
		066	2011. Introduces next generation aircraft A380, accelerating fleet innovation
		068	2012. Establishes first integrated "ERP" system in the airline industry
		069	2013. Establishes Hanjin KAL, the holding company
		070	2013. Develops unmanned aerial vehicles (UAV), core of future aviation industry
		072	2015. Becomes one of the world's safest airlines
		074	2017. Opens Wilshire Grand Center, a new LA landmark
		076	2018. Relocates to Incheon Airport Passenger Terminal 2
		078	2018. Supports successful hosting of PyeongChang 2018 Olympic and Paralympic Winter Games
		080	2018. Launches joint venture agreement with Delta Air Lines
		082	2019. Smart Korean Air engages with Fourth Industrial Revolution
		084	2019. Korean Air's 50th Anniversary
		086	2019. Hosts IATA Annual General Meeting
		<b>088</b>	<b>Korean Air 24/7</b>
		<b>136</b>	<b>Korean Air, Wings of Love</b>
		138	Sharing
		144	Talent Nurturing
		148	Culture
		150	Environment
		152	Sports Sponsorship
		<b>156</b>	<b>Korean Air 50 Years in Numbers</b>

**Notes**

**Composition**

The "Korean Air 50 Years" pictorial is a compilation of Korean Air's history, current status, corporate social responsibility activities and various infographics. 50 historical events were selected for the illustrated history, which have been organized as "Korean Air 50 Years, 50 Historical Moments." The illustration of our current status displays a 24-hour cycle in Korean Air's operations, showing our engagement with customers anytime and anywhere. Korean Air's key corporate social responsibility activities are organized in five categories. Infographics have been created to illustrate major changes over the past 50 years.

**Note**

The company's name and title appear as they were used at each corresponding time. Statistics are as of December 2018 or August 2019.

Excellence in Flight, KOREAN AIR



A night sky filled with stars and constellations, with the silhouettes of evergreen trees at the bottom. The sky is a deep blue, and the stars are white and yellow. The constellations are connected by thin white lines. The trees are dark and silhouetted against the sky.

but the sky is filled with stars, day and night.

Korean Air travels around the world,  
connecting the stars from country to country,  
people to people, and culture to culture.



The pride and the wings of the people,  
connecting 124 cities in 44 countries worldwide  
with a fleet of 166 aircraft,

We are Korean Air.



1969

Korean Air 50 Years, 50 Historical Moments

2019





Oct. 1969 B720 landing in Hong Kong

## 1969. Begins services to Southeast Asia

We introduced B720 jets and launched our Seoul-Osaka-Taipei-Hong Kong-Saigon-Bangkok route on October 2, 1969. In order to send soldiers and engineers to Saigon for the Vietnam War, we created the longest route in Southeast Asia at the time. In December of the same year, we began the Seoul-Hong Kong direct flight. We gradually expanded routes to Southeast Asia as traffic and trade between Korea and Southeast Asia increased.



Apr. 19, 1972 Inaugural ceremony for trans-Pacific passenger flights

## 1971. Launches trans-Pacific route

We made constant efforts to advance to North America, the world's largest aviation market, since the beginning of our privatization and finally launched a trans-Pacific cargo route connecting Seoul-Tokyo-Los Angeles on April 26, 1971. A year later, on April 19, 1972, we began operating passenger flights twice a week on the Seoul-Tokyo-Honolulu-Los Angeles route. We entered the North American market earlier than all other Asian airlines except for Japan, a great achievement for a three-year startup, which attracted much attention at home and abroad.



↑ 1972 Manufacturing Korean Air's first B747 jumbo jet (Boeing, USA)

↓ May 16, 1973 Inaugural ceremony for the first B747 jumbo jet assigned to the US route

### 1973. Introduces B747 jumbo jet, "Queen of the Skies"

We started to work on the introduction of the B747 jumbo jet, which was spotlighted as a next generation aircraft. Screening was underway in May 1970, and the first jet was introduced to begin services to the U.S. in May 1973. The bold decision of introducing the B747, which leading global carriers scrambled to incorporate into their fleet, laid the groundwork for us to become a globally competitive premier airline.



Mar. 14, 1975 Inaugural ceremony for Seoul-Paris non-stop passenger flight

### 1973. Begins services to Paris, a gateway to Europe

Following the launch of our services to the US, we turned to Europe. On October 6, 1973, we launched a cargo service between Seoul and Paris, and on March 14, 1975, our DC-10 passenger aircraft landed at Paris Orly Airport. Paris was the gateway to Europe as well as the world's center of art and culture; it was a convenient route for customers traveling to Europe and helped to boost trade and cultural exchange between Korea and Europe.



↑ Production of 500MD helicopters in the 1970s  
 ↓ 1978 Inspection of 500MD firepower demonstration training in 1978

## 1975. Enters aerospace business

In October 1975, we were designated by the government as a military logistics company for the maintenance, assembly and manufacturing of military aircraft. Our first aircraft manufacturing project was the assembling and manufacturing of military helicopters. After much deliberation, we chose the Hughes 500MD helicopter from the U.S. and started domestic production. We delivered 28 helicopters in 1977 and a total of 390 during the project duration, which ended in 1988. Since then, the company has expanded its aircraft manufacturing scope to also produce fighter jets, aircraft parts, satellites and unmanned aerial vehicles.



↑ May 21, 1976 Inauguration of Seoul-Bahrain route, Korean Air began connecting Korea and the Middle East with passenger flights  
 ↓ Apr 1, 1977 Inaugural ceremony for new route to Jeddah, Saudi Arabia

## 1976. Launches service to the Middle East

After the first oil shock, the Middle East became a land full of new opportunities. As Korean companies scrambled to enter the region, the demand for air transportation skyrocketed. It came as a perfect opportunity for Korean Air, which had been looking for a new market. Building on our experience operating charter flights from 1975, we officially launched passenger flights from Seoul to Bahrain on May 21, 1976. On April 1, 1977, we added a new route to Saudi Arabia, which contributed significantly to Korea's economic growth.



↑ B747 aircraft decorated with the phrase, "I ♥ NEWYORK"  
↓ Mar. 29, 1979 Inaugural ceremony to launch passenger flight to New York

### 1979. Launches services to New York

The KE088 freighter, which departed from Gimpo Airport on March 23, 1979, landed at John F. Kennedy Airport in New York via Anchorage after a 16 hour flight. One week later, on March 29, we successfully operated a passenger flight between Seoul and New York, the first time for a Korean commercial carrier. Expanding services to New York, a center of the aviation industry, boosted our confidence and enabled us to take steps into the global aviation market.



B747 freighter operates without painting to cut down fuel costs

### 1980. Second oil shock and risk management

Before the scars of the first oil shock were healed, the global aviation industry suffered a devastating blow due to the United States' open-skies policy, fierce market competition and rising fuel prices resulting from the second oil crisis. Korean Air responded by scaling down unprofitable routes and increasing capacity of profitable routes. Furthermore, the entire company, from management to front-line employees, put our heads together to reduce costs and tackle the crisis early on in order to lay the foundation for surplus management.



May 7, 1982 Special training for Service Improvement Campaign

## 1980. Pursues customer-centered service innovation

As a growing number of foreign carriers launched services to Korea due to the open-skies policy, an airline's level of service emerged as a key factor for customers when choosing an airline. Korean Air carried out its service innovation campaign with international service quality and customer satisfaction as its core missions. In 1980, we held the "Service Innovation Campaign 80," under the slogan of "Bring joy to our customers," and in order to support the successful hosting of the Seoul 1986 Asian Games and the Seoul 1988 Olympic Games, we ran the "Service Improvement Campaign" for seven years from 1982.



↑ Dec. 1983 Korean Air begins using exclusive cargo terminal at John F. Kennedy International Airport, New York  
↓ Dec. 1981 Korean Air commences use of exclusive cargo terminal at Los Angeles International Airport

## 1981. Opens exclusive Korean Air cargo terminals

To satisfy the increasing demand for international cargo and attain future growth, Korean Air secured dedicated cargo terminals around the world. We established an exclusive cargo terminal at Los Angeles International Airport in December 1981 as our first step. The dedicated Los Angeles cargo terminal was the largest facility on the Pacific Coast and served as the foundation for dramatic improvement of cargo services as well as growth of the cargo business. In 1983, Korean Air also secured a dedicated terminal capable of handling 110,000 tons at John F. Kennedy International Airport in New York.

Sep. 9, 1982 Production of first F-5F Jegongho fighter jet



## 1982. Produces Korea's first fighter jet, F-5F Jegong-ho

In September 1982, F-5F Jegong-ho, Korea's first fighter jet, was unveiled at the Gimhae Plant. The release of the F-5F Jegong-ho brought Korea closer to possess self-defense capabilities. It also raised our aviation industry's capacity to manufacture aircraft in addition to simple aircraft maintenance. With the production of the F-5F Jegong-ho, Korea became the third country in Asia to produce a fighter jet after Japan and Taiwan. From 1982 to 1986, we manufactured and delivered 68 F-5F Jegong-ho fighter jets to the Republic of Korea Air Force.



↑ Feb. 27, 1971 Introducing IBM S/1130 computers

↓ Jan. 17, 1983 Commencing the operation of TOPAS, a reservation system

## 1983. Introduces Total Passenger Service System

Computerization, which began in 1970, dramatically improved work productivity and led to the fruition of the Korean system called the Total Passenger Service System (TOPAS). In line with the boom of computer reservation systems (CRS) development among leading carriers in the early 1980s, we developed the TOPAS in 1983, a reservation system optimized for Korean Air. At that time, only seven airlines in the world had built their own CRS.



↑ New Taegeuk mark on aircraft exterior (1984-present)  
↓ Korean Air's new corporate identity design introduced in 1984

## 1984. Introduces Korean Air's new symbol, Taegeuk

To cope with the changing corporate environment and enhance our corporate image, we changed Korean Air's symbol from a red swan to Taegeuk, a red and blue circle that symbolizes Korea. The Taegeuk mark embodies both Korean Air's dynamic power and the national flag by harmonizing red and blue. Chairman Choong Hoon Cho was inspired to use the Taegeuk mark after noticing similarities in aircraft propellers rotating at high speeds. The new symbol, logo and aircraft exterior of Korean Air were revealed for the first time at the inaugural ceremony of our service to Frankfurt on June 20, 1984.



## 1984. Proclaims rise to new heights in business, opens era of Seosomun

On February 24, 1984, Korean Air declared its second take-off and launched a new management system under Chairman Choong Hoon Cho. Under the new management, we switched our focus from external growth to sustainable growth, strengthening our fundamental structure and services. On March 29, we moved to the new headquarters building in Seosomun, which was built to commemorate the company's 15th anniversary. The Seosomun headquarters soon became the heart of the aviation industry in Korea.



↑ Aug. 22, 1986 Korean Air completes construction of the Gimhae 2-bay hangar  
↓ 1990 View of Gimhae maintenance base

## 1986. Establishes Gimhae maintenance base

After privatization, we continuously improved our self-maintenance capabilities through bold investment. The increasing number of aircraft and flights in the mid-1980s made it difficult for us to perform maintenance with the existing facilities and equipment. As a result, we established a new maintenance base in Gimhae in August 1986. Korean Air secured a modernized maintenance system by constructing a 2-bay hangar, avionics and mechanical component maintenance building, and a comprehensive equipment warehouse.



↑ Sep. 1, 1988 Commences services to London, operates daily flights between Seoul and Europe  
↓ Nov. 2, 1988 Inaugural ceremony for passenger and cargo services on the Seoul-Canada route

## 1988. Expands services to North America and Europe

Growth in flight demand and liberalization of overseas travel led to the growing number of foreign carrier flights to Seoul and increased competition. Korean Air desperately worked to expand its presence in the US and European markets. In March 1986, we operated daily direct flights to New York, the world's longest non-stop route at the time. The increase of flights to Los Angeles and New York as well as the launching of routes to Chicago and San Francisco soon followed. In September 1988, we also commenced services to London, allowing for the operation of daily flights between Seoul and Europe. We then launched the Seoul-Vancouver-Toronto route, our first service to Canada, in November 1988, laying the foundation for an extensive global network.



Seoul 1988 Olympic Games' torch relay (Greece)

## 1988. The World to Seoul, Seoul to the World

The success of the Seoul 1988 Olympic Games enabled the Korean people to show their national pride to the world. Korean Air actively supported the Olympic Games as the official airline. In particular, our transportation capability, which was recognized through the torch relay and transferring of Olympians, marked the culmination of our air transportation business' 20-year history.



Jan. 9, 1989 Opening of Korean Air Flying School

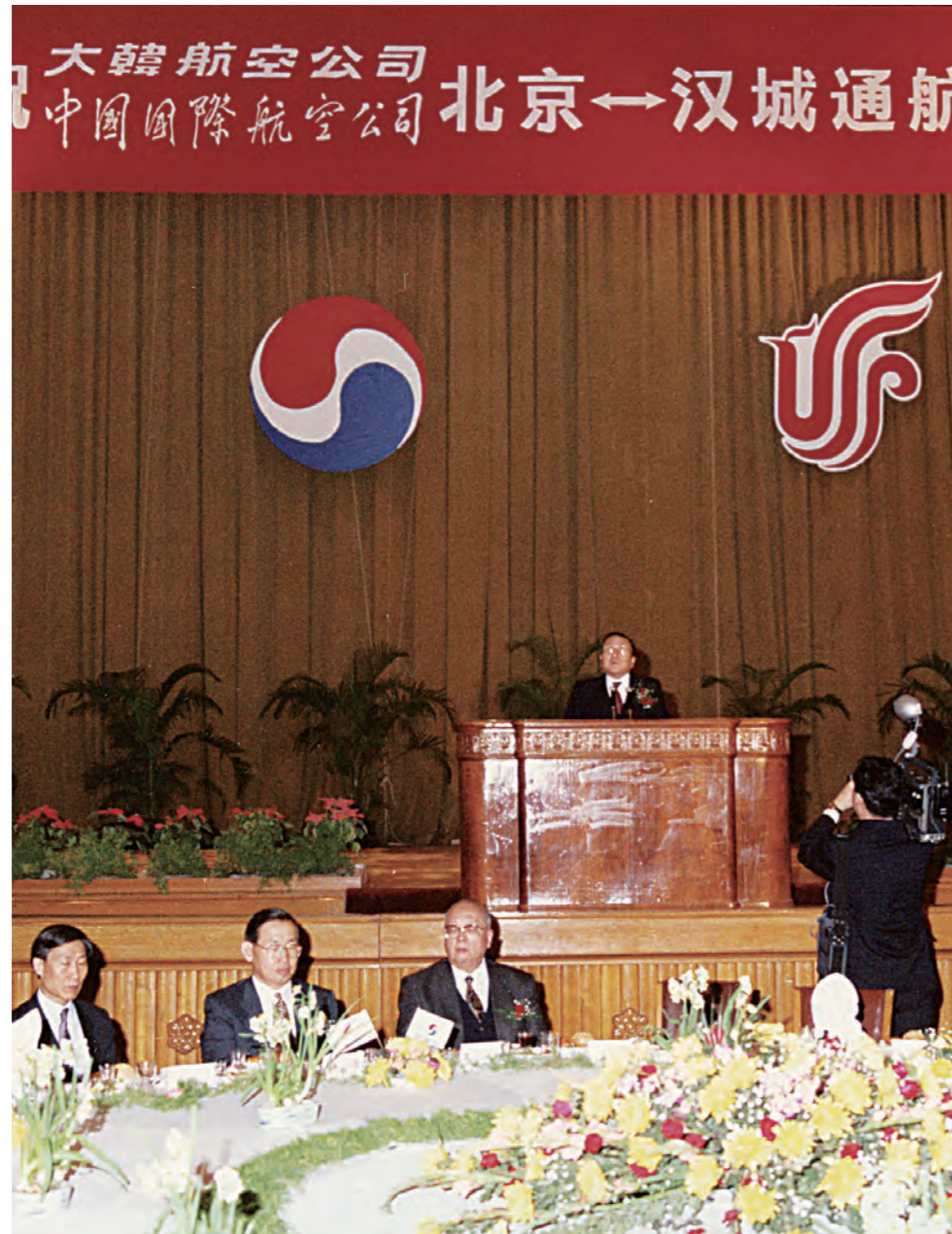


## 1989. Opens Korean Air Flying School

We opened the "Korean Air Flying School", our first commercial pilot training center, at the Jedong training airfield in Jeju in January 1989. With the shortage of pilots due to the launch of the second flag carrier in Korea, we realized that we needed to secure a sustainable number of pilots. Since the flying school's opening in 1989, it has trained outstanding commercial pilots every year and has produced a total of 1,403 pilots as of March 2019.



Sep. 28, 1989 Chairman Choong Hoon Cho visits Korean Air Flying School and encourages students of its first class



Jan. 23, 1995 Inaugural ceremony for Seoul-Beijing route at the Great Hall of the People in China

### 1990. Beyond ideological barriers, towards the world

We launched services to the Soviet Union and China after the Seoul 1988 Olympic Games and moved forward despite ideological barriers. On April 1, 1990, we commenced flights to Moscow, and in September 1990, we offered charter flights to China for the Beijing 1990 Asian Games. In August 1992, Korean Air made efforts to establish routes and diplomatic ties between Korea and China. As a result, we commenced services to four cities in China, Beijing, Tianjin, Qingdao and Shenyang, in December 1994.



↑ Apr. 2, 1990 Inauguration of Sydney route

↓ Oct. 25, 1992 Launching of regular passenger service between Seoul and Sao Paulo

### 1993. Expands to Oceania, Latin America and Africa, completing our round-the-world network

Korean Air, commemorating its 20th anniversary in 1989, pursued an ambitious plan to develop into a world-class airline in the 2000s by strengthening its network competitiveness through the completion of its global route network. In April 1990, we began a direct service between Seoul and Sydney to expand to Oceania, and in October 1992, we launched services to Sao Paulo in order to enter South America. In October 1993, we opened a route to Cairo to reach Africa, completing our round-the-world network of flights across the five oceans and six continents.

Planned depot maintenance of US military aircraft such as UH-60, CH-53, etc.



## 1991. Expands aerospace business, from depot maintenance to aircraft component development

Korean Air, which entered the business with the localization of military helicopters and fighter jets, widened its spectrum with the planned depot maintenance of Korean and US military aircraft. We were selected as the main contractor for the production of UH-60 medium-sized helicopters, and we started production in 1991. In November, we independently developed "Chang-Gong 91," Korea's first light multipurpose aircraft, opening the era of fully-fledged aircraft design and development in Korea. In April 1991, we signed a contract with Boeing to co-design and develop B777 aircraft components.



↑ Nov. 25, 1991 Flight test of Chang-Gong 91 ↓ 1987 Manufacturing of B747-400 wing parts for Boeing



↑ 1998 Korean Air becomes the first Asian carrier to win the "MERCURY" award  
↓ Bibimbap with which Korean Air won the "MERCURY" award

## 1992. Growth of in-flight meal business, "Highlight of Air Travel"

In-flight meals, called the "Highlight of Air Travel," add another pleasure to the customers' journey. Korean Air expanded the Gimpo Catering Center to strengthen its in-flight catering business, which has since become a core in-flight service, laying the groundwork for mass production and quality enhancement. In 1992, we introduced Korean food into in-flight meals and in February 1998, we won the "MERCURY" award for the best in-flight meal with our signature Bibimbap. It was the first time an Asian carrier won this award.



Mar. 24, 1995 Korean Air introduces B747-400, its 100th aircraft



### 1995. Acquires 100th aircraft

With the delivery of a B747-400 to the fleet on March 24, 1995, Korean Air procured its 100th aircraft in the 26th year of its establishment. We became the 20th airline in the world and the third in Asia, after Japan Airlines (JAL) and All Nippon Airways (ANA), to own 100 aircraft. Korean Air continued to introduce new aircraft to reduce its average fleet age to 8 years, younger than the world average of 11 years.



1996 Korean Air introduces B747-400F, an exclusive freighter

### 1996. Rapid growth of cargo business

In 1996, Korean Air ranked second in the world after Lufthansa Airlines in the international air cargo transportation sector. Beginning with one B707 freighter in the early 1970s, Korean Air's cargo business grew at an unprecedented rate to be ranked second in the world in only 25 years of its founding. Cargo sales continued to grow by 30% during the nation's economic crisis in 1997, helping us to overcome financial difficulties and move forward.



May 28, 1997 Korean Air's Gimpo Headquarters' completion ceremony

## 1997. Establishes new headquarters in Gimpo

Construction of the new headquarters had been underway since 1987 to maximize efficiency by concentrating all functions of the company in one place. It installed an on-site management system by organically connecting the on-site support function of the former headquarters in Seosomun with operations, cabin and support facilities scattered throughout Gimpo Airport. The new headquarters, which was completed in May 1997, was an unprecedented complex in the world, with a huge hangar at the center of the building. The headquarters is located southwest of Gimpo Airport and connects to the airport's ramp and runway.



View of the hangar inside the Gimpo Headquarters



↑ Feb. 24, 1998 Visit by Delta Air Lines' senior vice president  
↓ May 20, 1999 Safe flights through harmonious employee relations campaign

### 1999. Appoints Yang Ho Cho as chairman and reinforces safety system

We faced its biggest crisis since its inception due to the occurrence of several accidents. To overcome this crisis, it reorganized itself with Chairman Yang Ho Cho and President Yi Taek Shim at the helm in April 1999, and set "scientific management for impeccable safety" as its management philosophy. We established comprehensive safety measures that reinforced those of Delta Consulting in order to install a company-wide safety system. All employees agreed that safety was crucial to the future of the company.





↑ Jun. 22, 2000 Establishment of SkyTeam, a global airline alliance ↓ Oct. 11, 2004 SkyTeam Governing Board Meeting

## 2000. Launches SkyTeam, the first global “customer-centric” airline alliance

SkyTeam, a multinational aviation alliance, was officially launched in New York on June 22, 2000 with four founding member airlines: Korean Air, Delta Air Lines (US), Air France (France) and Aeromexico (Mexico). Chairman Yang Ho Cho led the creation of SkyTeam, and under his leadership, Korean Air expanded its global network through the alliance and became a major global airline with improved customer service.





Aug. 28, 2000 Operation control center opens

## 2000. Launches operation control center for flight safety

After refining internal safety standards with Delta Consulting to be aligned with global requirements, we heavily invested to upgrade our safety management system, reflecting our mission of putting safety first. In particular, the operation control center, which opened in August 2000, has continued to serve as an operation management center for Korean Air to date, with 24-hour flight support and flight monitoring. The control center brought about a drastic change in flight safety by reducing the burden on pilots and increasing operational safety.



2001 View of Incheon International Airport Passenger Terminal

## 2001. Opens Incheon International Airport, hub of Northeast Asian logistics

Incheon International Airport, the construction of which lasted for eight years and six months and cost KRW 5.6 trillion, opened on March 29, 2001, ushering the era of Incheon as a hub of Northeast Asian logistics. Korean Air played a leading role in helping Incheon International Airport take root as a foothold in Asia by completing the cargo terminal, where 12 planes could be parked, the Incheon catering center in March 2001 as well as the maintenance hangar in July 2002.



↑ Mar. 2, 2004 Declares new vision at the 35th anniversary ceremony ↓ Mar. 2, 2004 Unveils new cabin interiors

### 2004. Proclaims vision as a global leading airline under the mission, "Excellence in Flight"

Korean Air, which celebrated its 35th anniversary in March 2004, announced its vision of becoming one of the world's top 10 airlines. Under our mission, "Excellence in Flight," we worked to become a world-class airline by practicing "operational excellence," "service excellence" and "innovative excellence."



Mar. 2, 2004 Event showcasing flight attendants' uniforms from past to present at the company's 35th anniversary ceremony



## 2004. Ranks No.1 in international air cargo transportation

In 2004, we were ranked the No. 1 international air cargo transportation carrier in the world for the first time. This feat was made possible through our state-of-the-art freighters, excellent transportation services and our efforts to expand our global network through the launching of the world's first air cargo alliance SkyTeam Cargo in 2001. Korean Air kept its title as the No. 1 performer in the international air cargo transportation sector for six consecutive years until 2009, setting new milestones in Korean logistics history.



Aug. 18, 2005 Customer appreciation event commemorating the company's achievement as No. 1 in global cargo transportation



**2005. Introduces new corporate identity (CI) and launches new uniform**

In 2004, we introduced a new CI to build an enterprising and dynamic image as a global airline. Based on the celadon green of traditional Korean clothes (hanbok) and pottery, we aimed to convey a youthful and future-oriented image while maintaining Korean pride. In March 2005, our 11th new cabin crew uniform was released. Our new CI and uniform has since been helping Korean Air to showcase our commitment to excellence in all aspects of our business.

Aug. 2005 Installation of audio and video on-demand systems (AVOD) for all seats



### 2005. Launches cabin makeover project

In addition to declaring our vision to take off as a global airline, we differentiated our customer service with a luxurious cabin. Following the introduction of new cabin interiors in August 2005, Korean Air spent the next six years installing next-generation luxury seats as well as audio and video on-demand (AVOD) services on all medium- and large-sized aircraft. The makeover significantly changed customers' perceptions of cabin space and made Korean Air a game changer in air travel.



Jun. 15, 2008 Jin Air brand launching event

### 2008. Launches Jin Air, a premium and practical airline

Low-cost carriers' rapid growth in the 2000s drove change in the air transportation industry. Korean Air established Jin Air in January 2008 after analyzing the successes and failures of low-cost carriers to create a safe and reliable low-cost airline model. Jin Air, which began its first flight from Gimpo to Jeju with its B737-800 on July 17, was perceived by its customers as a low-cost but premium, safe and sophisticated airline.



↑ Aug. 27, 2008 Inaugural ceremony for the launching of the Incheon-Navoi cargo service, Navoi  
 ↓ Aug. 27, 2008 Listening to Navoi Airport's operations plan

## 2008. Establishes the Navoi Project, a Central Asian logistics hub

In 2007, we participated in the Navoi Airport Development Project in Uzbekistan. It was a project to create a logistics hub in Central Asia by building a cargo network connecting Europe and Asia centered around Navoi International Airport. In August 2008, we kicked off the Navoi Project by launching a cargo flight on the Incheon-Navoi-Milan route. We further elevated our position on the global stage, especially around Navoi, through consignment management of Navoi Airport in January 2009.



↑ Feb. 2008 The Louvre begins offering Korean language audio guide services  
 ↓ Dec. 2009 The British Museum begins offering Korean language audio guide services

## 2008. Sponsors global culture

In February 2008, the Louvre (France) commenced offering Korean language on its audio guide under the auspices of Korean Air. Korean was the seventh language to be offered. Since then, Korean language services have been expanded to the British Museum (UK), the Hermitage Museum (Russia) and the Orsay Museum (France). Through its Korean language service sponsorship, Korean Air elevated Korea's international presence and increased the pride of Korean nationals. In recognition of this achievement, we received a plaque of appreciation from Korea's Minister of Culture, Sports and Tourism.





↑ A380 duty free showcase ↓ A380 Celestial Bar, in-flight cocktail bar

## 2011. Introduces next generation aircraft A380, accelerating fleet innovation

In June 2011, we became the 6th carrier in the world to introduce an A380 aircraft, known as the "hotel in the sky." It has since become Korean Air's archetype aircraft for providing high quality service. We upgraded our status to a global company leading the world's aviation industry with the timely and early introduction of next-generation aircraft. We later introduced B747-8i and B787-9 ("Dreamliner") aircraft in 2015 and 2017, respectively, for the first time in Korea.



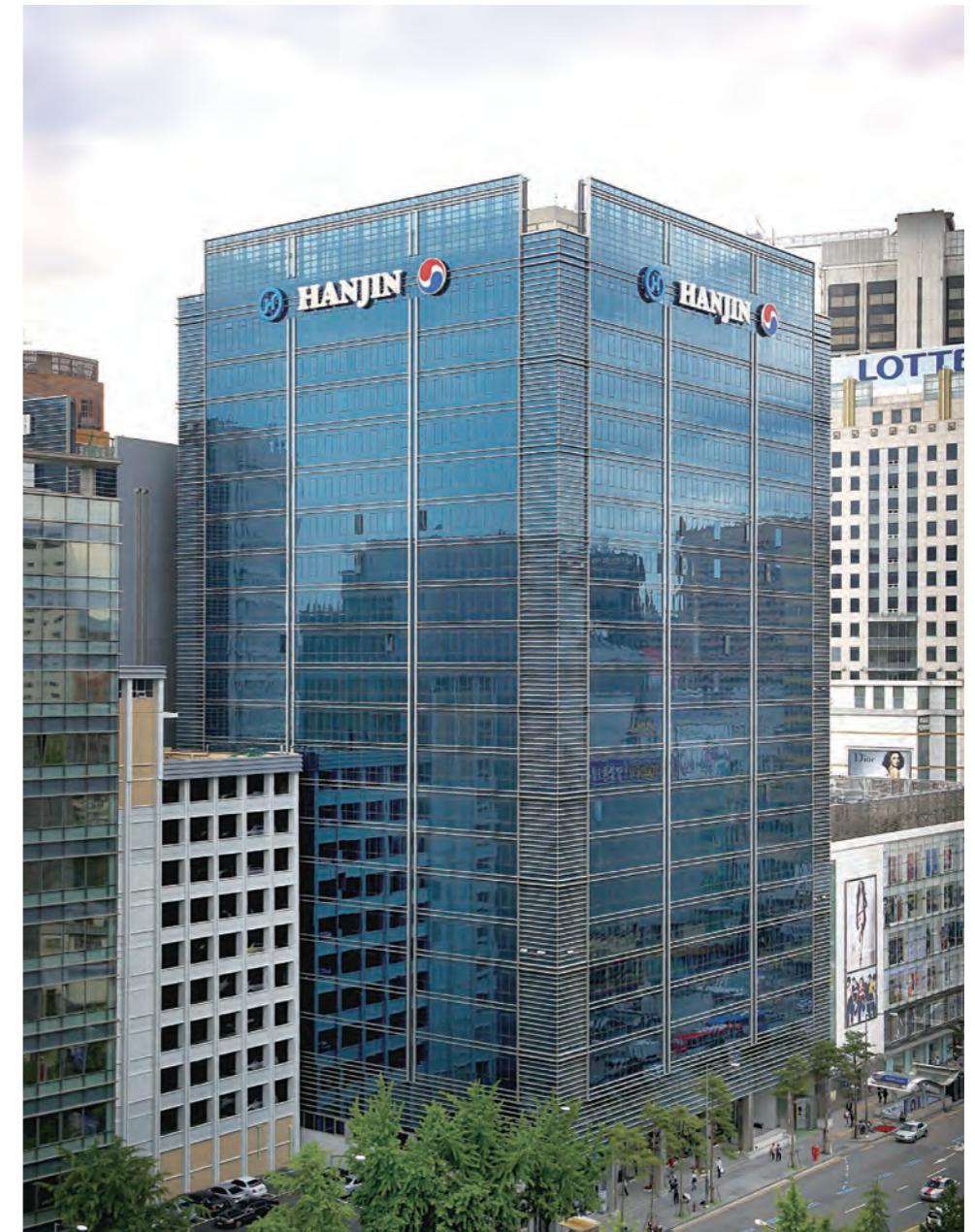
Feb. 27, 2017 Public event for B787-9 aircraft, the Dreamliner



Mar. 2, 2012 Ceremony celebrating the establishment of the ERP system

### 2012. Establishes first integrated "ERP" system in airline industry

In March 2012, we successfully built an integrated enterprise resource planning (ERP) system for the first time in global aviation industry. The system incorporates overall aviation operations, including finance, accounting, in-flight meals and maintenance. Taking 10 years, 900 people and KRW 100 billion to complete, the integrated ERP was a huge-scale mission, which changed all of our business standards and processes. The successful construction of the integrated ERP was made possible due to the strong will and support of Chairman Yang Ho Cho.



Aug. 1, 2013 Korean Air establishes Hanjin KAL, the holding company

### 2013. Establishes Hanjin KAL, the holding company

We pursued a transition to a holding company system as part of its efforts to construct a global network and operation system under the clear goal of becoming the world's No. 1 airline. In August 2013, we secured a stable and autonomous management system focused on the aviation business by establishing Hanjin KAL, the holding company. Hanjin KAL has since managed the investment and provided its subsidiaries with management advice and consultation to consolidate its competitive edge in each business sector, and develop autonomous and responsible management of subsidiaries.

Nov. 12, 2013 Divisional Surveillance UAV (KUS-DUAS)



↑ Nov. 12, 2013 Public event for Divisional Surveillance UAV's first flight  
↓ Aug. 2019 Flight test of 500MD unmanned helicopters

### 2013. Develops unmanned aerial vehicles (UAV), core of future aviation industry

In 2004, we earnestly pursued the development of unmanned aerial vehicles under Chairman Yang Ho Cho's direction. He had said, "Unmanned Aerial Vehicles are the core of the future aviation industry and we have to develop them with our own hands." We successfully developed a divisional surveillance UAV (KUS-DUAS) in November 2014, a medium altitude UAV (MUAV) in December 2015, and a tilt rotor UAV (KUS-TR) in July 2017. We also conducted the successful flight test of 500MD unmanned helicopters in August 2019, including. Korean Air is now a leader in the development of UAVs.



↑ Jun. 8, 2016 Opening Ceremony of Incheon's Engine Test Cell (ETC) ↓ Briefing at Unbuk Flight Training Center

## 2015. Becomes one of the world's safest airlines

Korean Air, which has put safety first since its establishment, created the Safety Management System (SMS) in 2008 and SafeNet in October 2009 to further reinforce the prevention of aviation accidents. In addition, we continue to invest more than KRW 100 billion in the safety sector every year to ensure safe flights. As a result, we have transformed ourselves from a carrier that once had difficulty renewing its insurance due to several accidents in the late 1990s, to the safest airline in the world with the lowest insurance premium.



Simulator at Unbuk Flight Training Center

Jun. 23, 2017 View of Wilshire Grand Center in LA

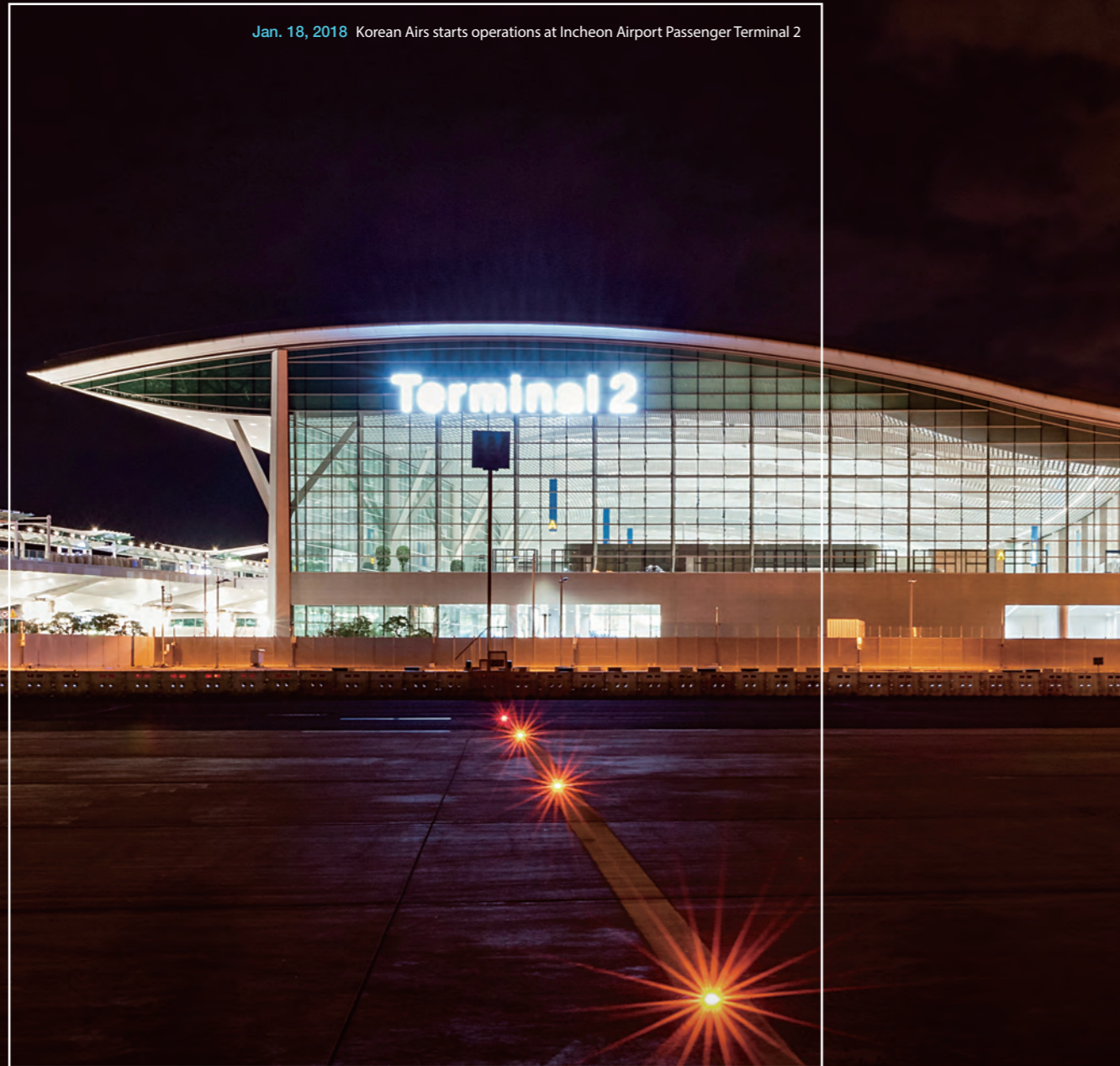
### 2017. Opens Wilshire Grand Center, a new LA landmark

Wilshire Grand Center, which opened in June 2017, has been transformed into a large, state-of-the-art complex that includes hotels, offices and commercial facilities. This change came 28 years after being acquired by Hanjin Group in 1989. The 73-story building (335 m) in the heart of downtown Los Angeles has innovatively changed the downtown skyline and has become a new landmark. Its grand opening provided an opportunity to further enhance the status of Hanjin Group and Korean Air, and has become a symbol of pride for Koreans in America.



↑ Sep. 23, 2014 Operations agreement ceremony for Wilshire Grand Center  
↓ Jun. 23, 2017 Chairman Yang Ho Cho signing his autograph on the cornerstone of Wilshire Grand Center

Jan. 18, 2018 Korean Airs starts operations at Incheon Airport Passenger Terminal 2



1 Premium Check-in Lounge | Miller Club Lounge

## 2018. Relocates to Incheon Airport Passenger Terminal 2

We determined that a dedicated terminal was needed to provide seamless services among SkyTeam airlines and to prepare for the upcoming joint venture with Delta Air Lines. Korean Air moved to Incheon Airport Passenger Terminal 2 in January 2018 soon after its construction in order to differentiate its customer services, such as through premium check-in services and lounges.

Jan. 2018 A330-200 aircraft livery with the PyeongChang 2018 Olympic Winter Games official mascots, Soohorang and Bandabi

## 2018. Supports successful hosting of PyeongChang 2018 Olympic and Paralympic Winter Games

Korean Air was committed to helping PyeongChang win its bid to host the 23rd Olympic Winter Games in order to serve the country and fulfil its calling. PyeongChang 2018 was the first Olympic Winter Games and the second Olympic Games held in Korea, 30 years after the Seoul 1988 Olympic Games. After winning the bid, we signed an official sponsorship agreement in 2015 and provided full-fledged support worth KRW 100 billion. We contributed to raising national pride by taking part in every moment, from the winning of the bid to the hosting of the Games. We worked to support the successful hosting through generous support in various fields such as international cooperation, marketing and computerization through a task force team.



↑ Jan. 13, 2018 PyeongChang 2018 Olympic Winter Games' Torch Relay  
↓ Dec. 2017 PyeongChang 2018 Olympic Winter Games event



↑ Jun. 23, 2017 Korean Air signs a formal joint venture agreement with Delta Air Lines  
↓ Nov. 8, 2018 Invitation of Delta Air Lines' employees - Joint Venture Day

## 2018. Launches joint venture agreement with Delta Air Lines

In March 2017, we signed an MOU with Delta Air Lines to operate a joint venture for the trans-Pacific route, and in June 2017, we signed a formal agreement. On May 1, 2018, the two companies' joint venture became official after the final approval of the US Department of Transportation in November 2017 and the conditional approval of the Korean government in March 2018. We have not only expanded our network substantially through the joint venture, but have also begun collaborating with Delta Air Lines to deliver joint sales and marketing activities as "a single united carrier."



2019 Advertisement commemorating Joint Venture's 1st Anniversary (LA Wilshire Grand Center)



Jul. 19, 2019 Korean Air opens Cloud Command Center

## 2019. Smart Korean Air engages with Fourth Industrial Revolution

We continue to strengthen the competitiveness of our air transportation business through constant IT innovation such as the establishing of an integrated ERP in 2012, a new passenger system in September 2014 and a new cargo system in April 2019. In November 2018, we announced our decision to transition to a cloud-based system and began a 3-year journey to migrate all systems and data to the Amazon Web Services (AWS) cloud. Being the first big global carrier to make such a move, we expect this transition to accelerate innovation and build a global operating system for the future age of digital transformation.



Mar. 4, 2019 50th Anniversary Ceremony

### 2019. Korean Air's 50th Anniversary

We have grown hand in hand with the history of Korean civil aviation. We have continued to grow under the founding spirit of "Patriotism through Transportation," contributing to the development of the nation, society and humanity through transportation. Through proactive route creation, service innovation, constant change and investment, we have become a global premier airline that offers flights to 124 cities in 44 countries around the world as of 2019. Korean Air will surpass its role as the wings of the nation and world and become the "wings of our customers" for the next 100 years.



HL8314

AIRBUS A220-300

Beyond 50 Years of Excellence

50 years

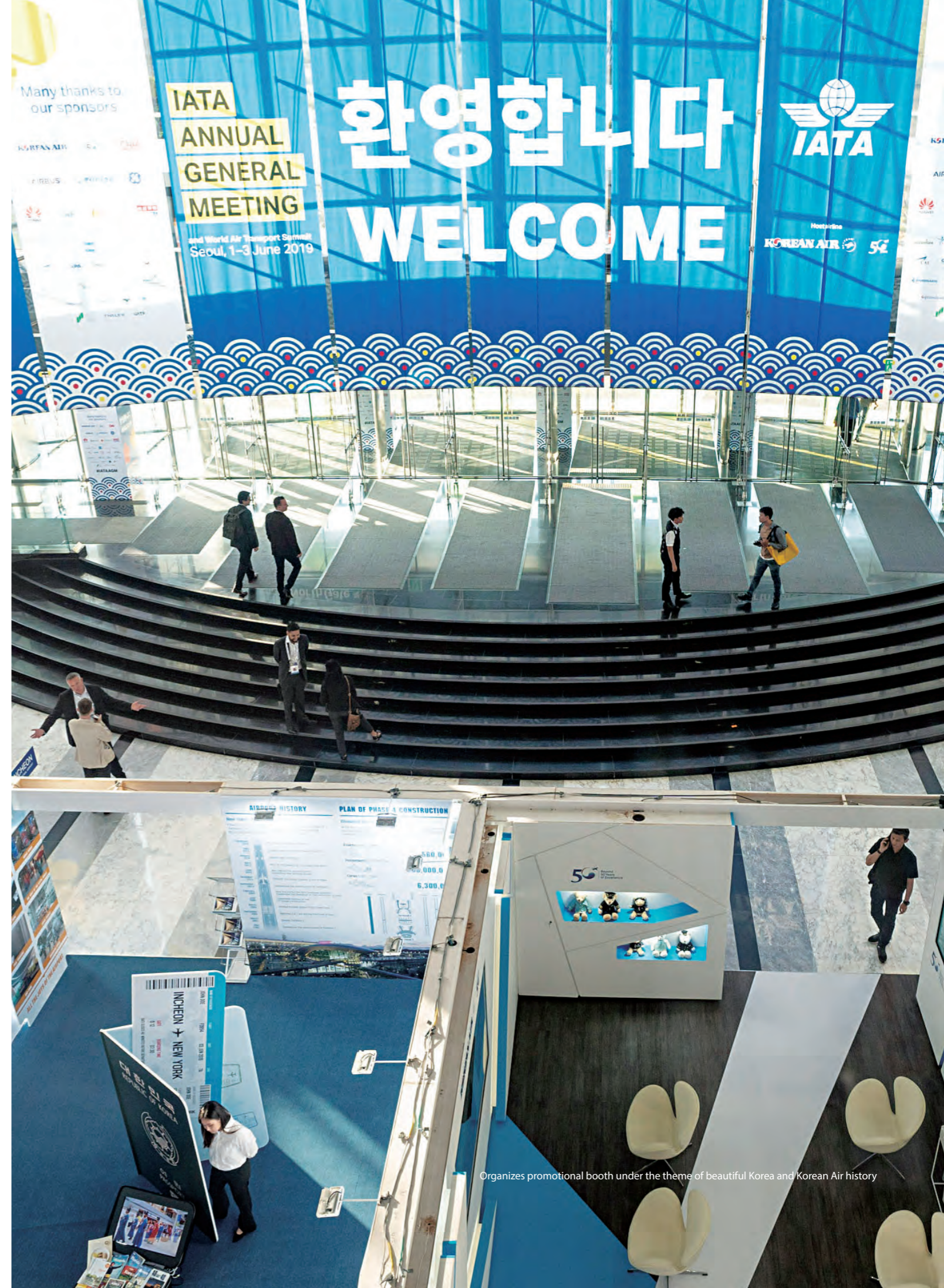
HL8314



Jun. 1, 2019 75th IATA Annual General Meeting held in Seoul

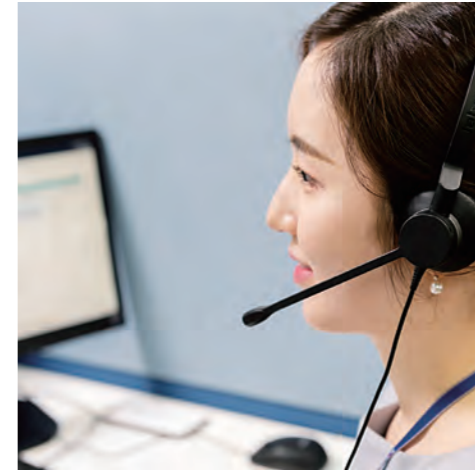
## 2019. Hosts IATA Annual General Meeting

We successfully hosted the 75th International Air Transport Association (IATA) Annual General Meeting in Seoul from June 1-3, 2019. We hosted this conference in honor of the 30th anniversary of our IATA membership and the 50th anniversary of our establishment. The event was joined by around 1,000 delegates from 290 carriers in 120 countries and 300 journalists. The IATA Annual General Meeting, which was successfully chaired and hosted by Chairman Walter Cho, brought Korea to the center of the aviation industry and upgraded Korea's global status.

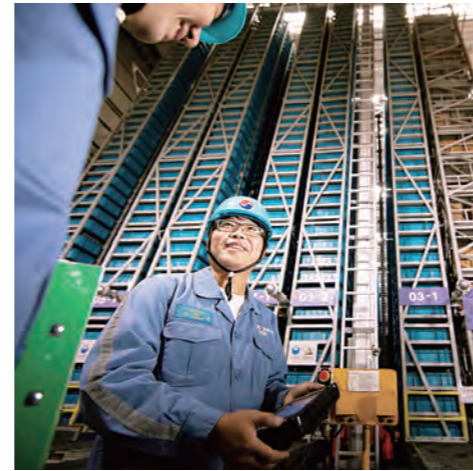


Organizes promotional booth under the theme of beautiful Korea and Korean Air history





24/7,



Anytime and  
Anywhere,



Korean Air













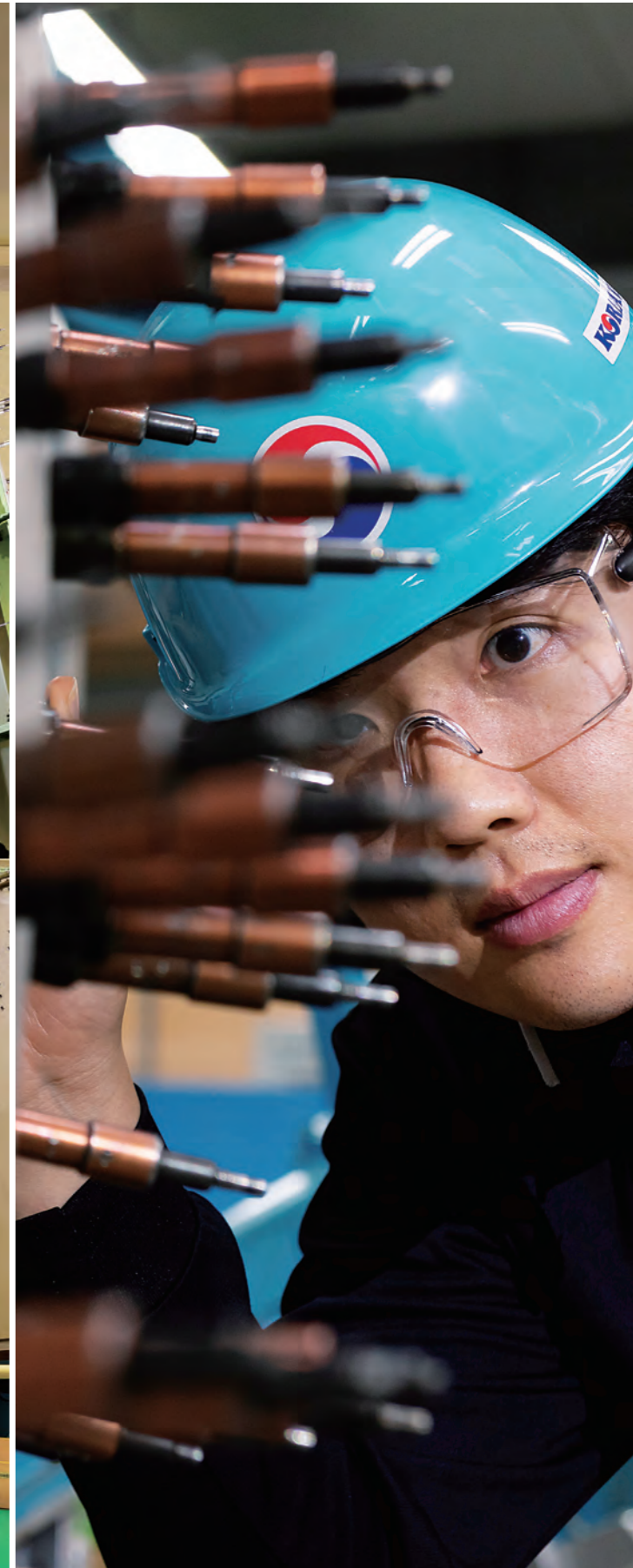




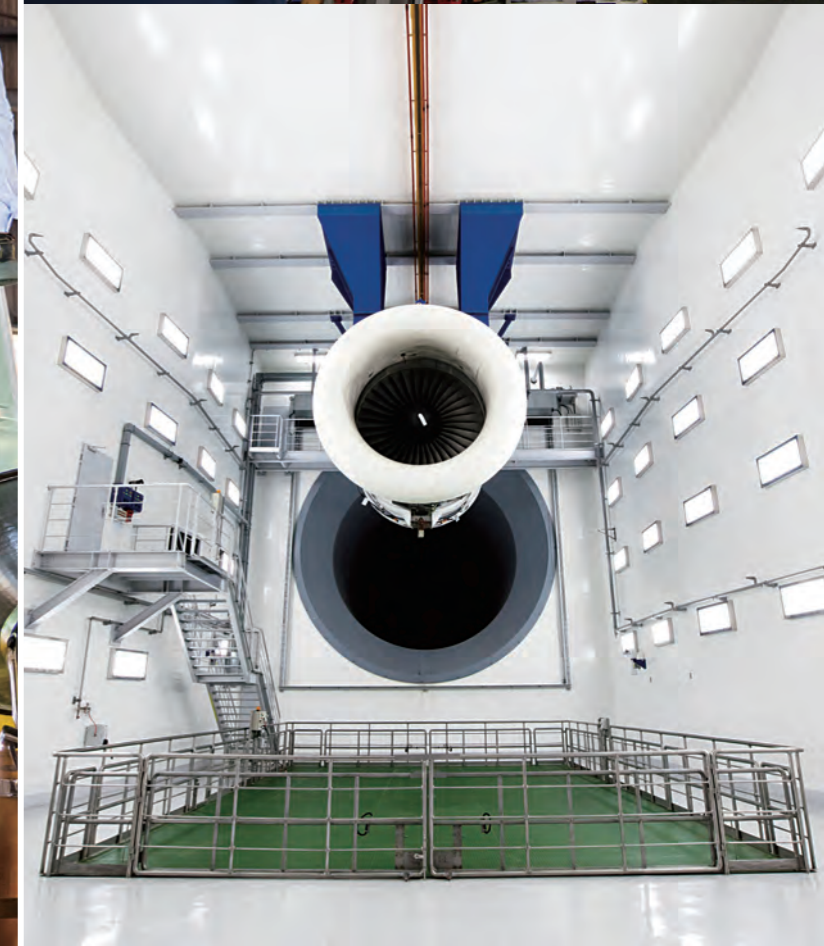






















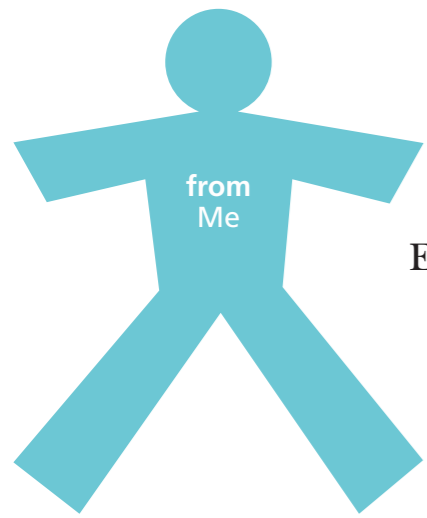






# Excellence in Flight, KOREAN AIR

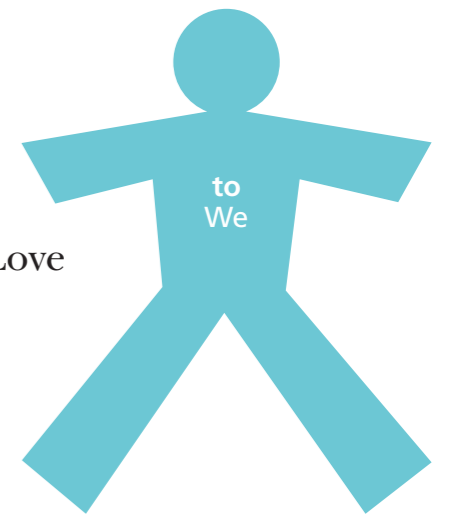




Excellence in Flight Excellence in Community

I and We

Korean Air, Wings of Love





Sharing •









Sharing

Talent · Nurturing ·







Culture •





Environment

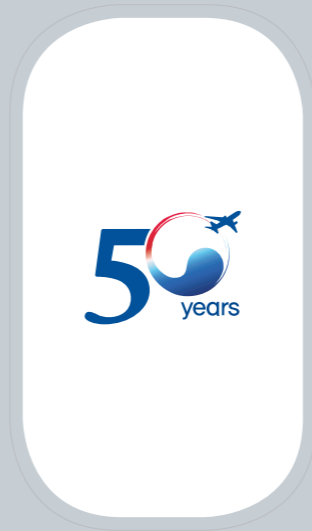
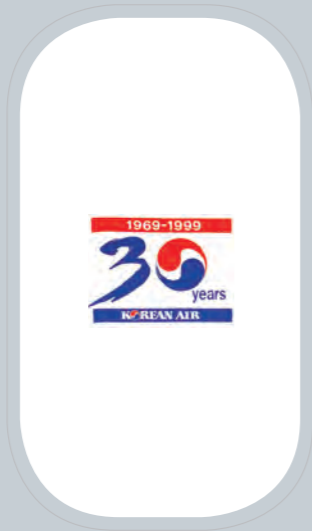




Sports · Sponsorship ·





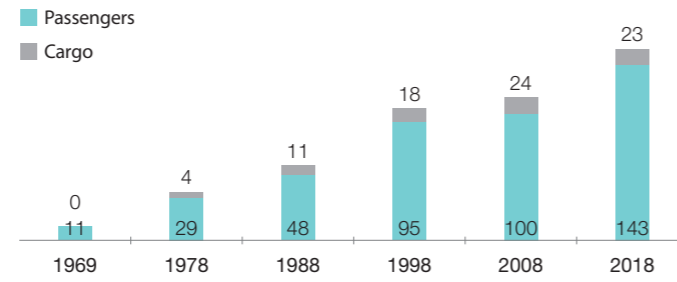


Korean Air 50 Years in Numbers

## Number of Aircraft

# 166

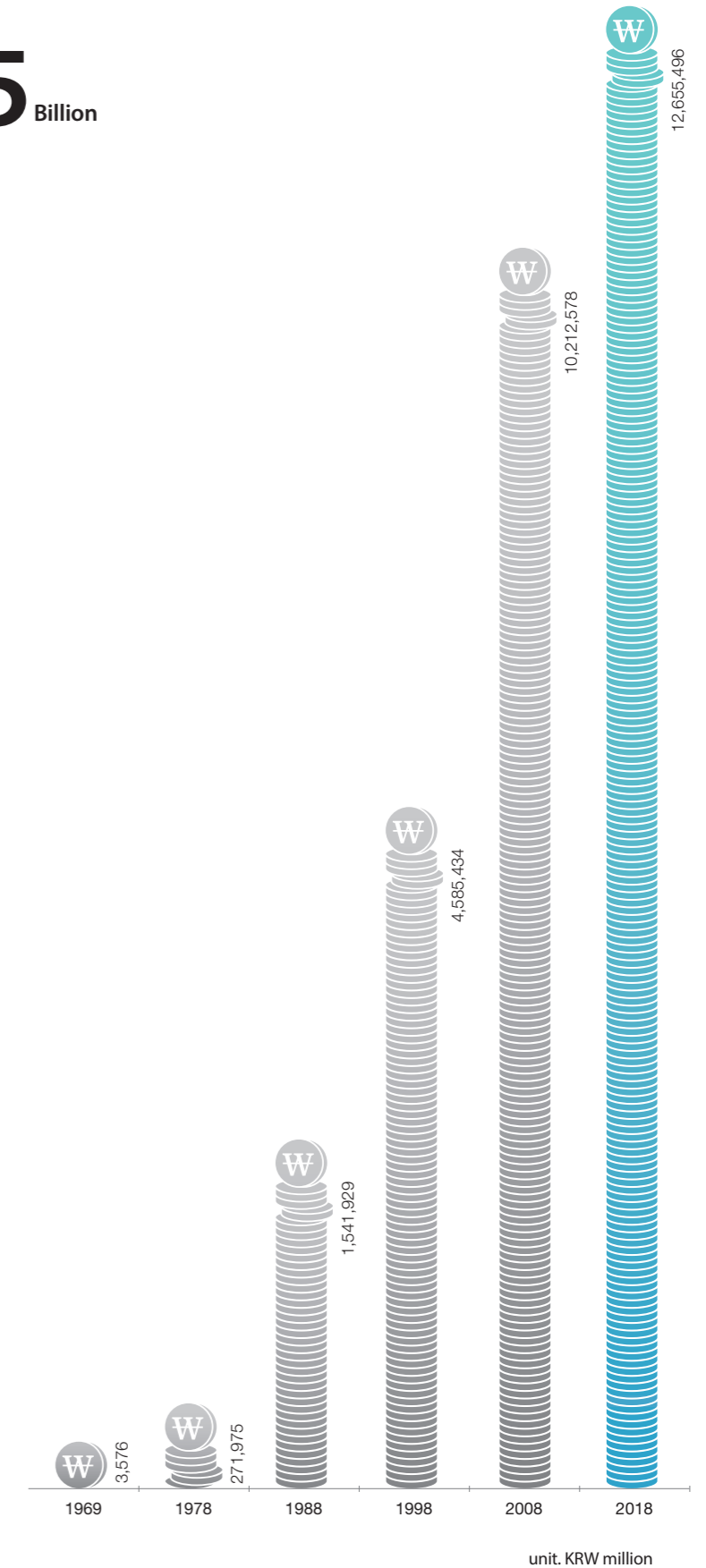
Korean Air, which began with one jet and seven propellers at the bottom of Asia's 11 carriers in March 1969 has transformed into a leading global airline, owning 166 aircraft including 42 B777s, 10 B787-9s, 10 B747-8is, 10 A380s and etc.



## Operating Revenue

# KRW 12,655.5 Billion

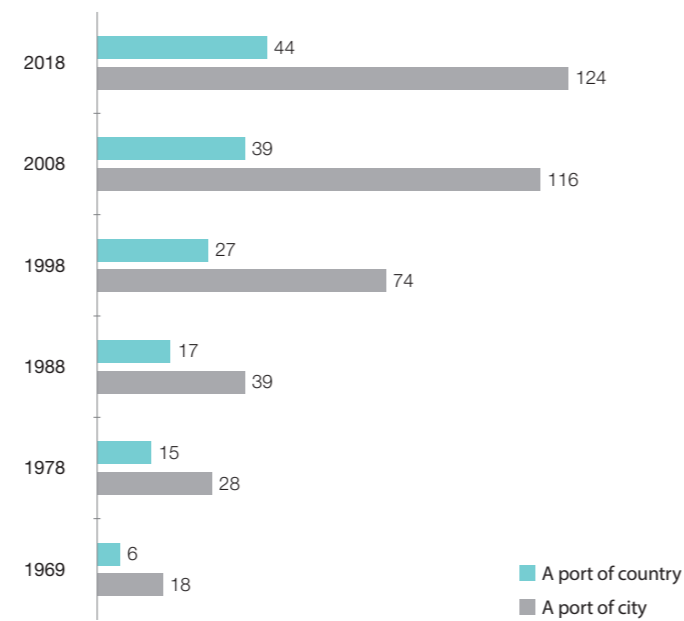
Our annual operating revenue grew 3,500 times from KRW 3.6 billion in 1969 to KRW 12,655.5 billion in 2018, and our assets increased 4,280 times from KRW 5.7 billion to KRW 24,373.3 billion.



## Number of Destination Cities and Countries

# 124 Cities in 44 Countries

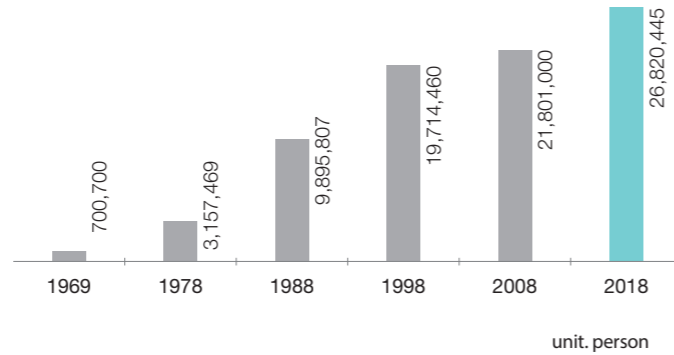
Korean Air only had three international routes Seoul-Tokyo, Seoul-Osaka and Busan-Fukuoka. Today, 50 years later, this number has reached 124 cities in 44 countries, including Korean domestic flights.



## Number of Passengers Carried

# 716.2 Million

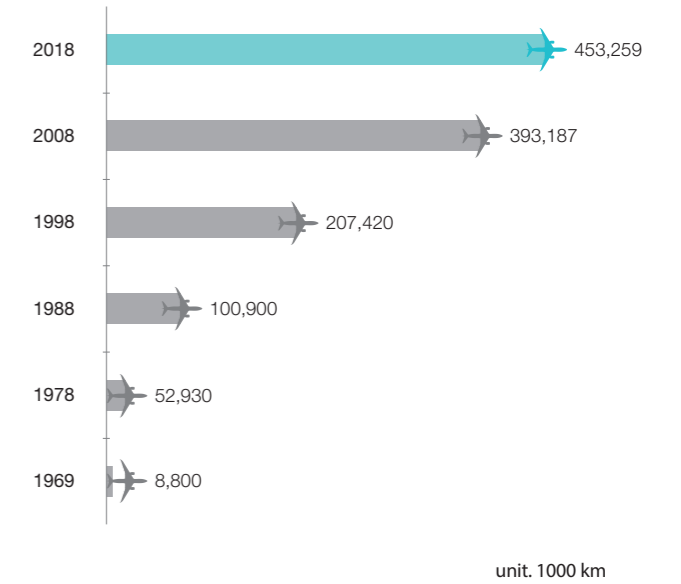
In 2018, Korean Air carried a total of 26.8 million passengers, which is 38 times more than in its first year of privatization (0.7 million). The total number of passengers Korean Air carried over the past 50 years is 716.2 million. This amounts to the entire Korean population, based on 2019 statistics, flying more than 13 times.



## Flight Kilometers carried

# 10,033.8 Million km

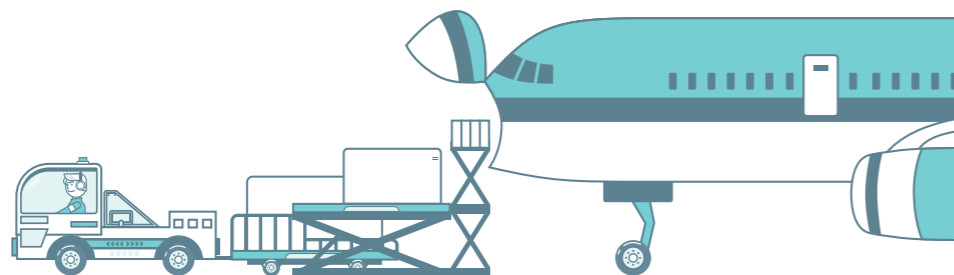
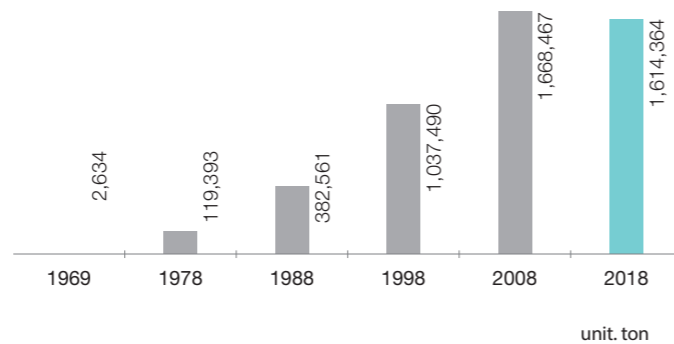
Korean Air has flown 10,033.8 million km over the past half-century. This is comparable to 250,000 laps around the Earth (approximately 40,000 km) or 13,200 round trips to the moon, which is located about 380,000 km from the Earth.



## Amount of Freight Carried

# 42.9 Million tons

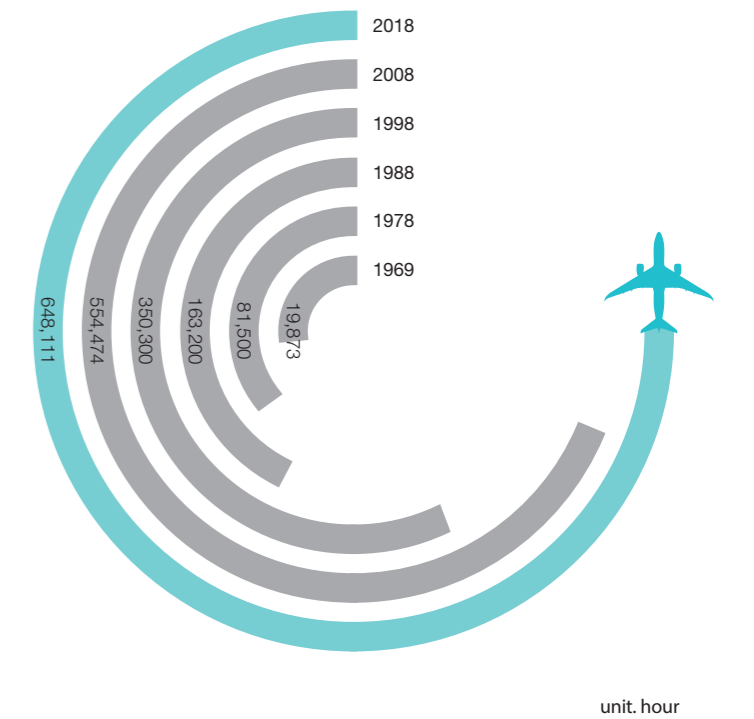
Korean Air has transported a total of 42.9 million tons of cargo over the past 50 years. This is equivalent to the capacity of 5.4 million 8-ton trucks or 1.7 million 20-foot containers (24 tons per container).



## Flight Hours

# 648,111 Hours

Annual flight hours have increased 33 times from 19,874 in 1969 to 648,111 as of the end of 2018.



## KOREAN AIR 50 YEARS COMPILATION COMMITTEE

### CHIEF OF COMPILATION COMMITTEE

EXECUTIVE VICE PRESIDENT WOO KEE HONG

### COMMITTEE MEMBERS

VICE CHAIRMAN SUK TAI SOO

EXECUTIVE VICE PRESIDENT LEE SOO KEUN

SENIOR VICE PRESIDENT CHO BYUNG TAEK, SHIN MU CHOL, YOO JONG SEOK, NOH SAM SUG,  
KIM WON KYU, KIM IN HWA, LEE SANG KI, HA EUN YONG, JUNG JI YOUNG  
KENNETH CHANG

MANAGING VICE PRESIDENT KANG DOO SEOK, LEE JIN HO, JANG HYUN JU

### EXECUTIVE DIRECTOR

VICE PRESIDENT CHOI DOO HWAN

### EXECUTIVE MEMBERS

MANAGING VICE PRESIDENT KIM CHEOL HO, KIM TAE JOON, PARK HEE DON, LEE SANG BEOM,  
LEE SUK WOO, CHOI DUCK JIN, NAM KI SONG, JANG YOUNG JAE,  
CHO MO RAN

VICE PRESIDENT KWAK JOO HO, BYUN BONG SUP, LEE GYU SEOK, CHO YOUNG,  
CHOI WOO JONG, HA SEONG CHAN, PARK TAE HUN, KIM WOO HYEON,  
KIM JUN HWAN

### CONSULTING & EDITING

FORMER PRESIDENT OF SANGJI UNIVERSITY YOO JAE CHUN

FORMER EXECUTIVE SHIM YI TACK, LEE JONG HEE, CHI CHANG HOON, LEE TAE WON,  
KANG YOUNG SIK, SEO YOUNG WON, CHOI KYOUNG HO, LEE KWANG SA,  
PARK YONG SOON, KIM CHEOL WOO

### COMPANY HISTORY TF TEAM

GENERAL MANAGER HAN KYOUNG HWA

DEPUTY GENERAL MANAGER KIM YONG SOO

MANAGER PARK JEUNG EUN, KIM MIN HEE

### THANKS TO

PLANNING AND PRODUCTION SASAYEON CORP. (TEL: 02-569-4409)  
[www.sasayeon.com](http://www.sasayeon.com)

MANUSCRIPT WRITING JANG HYUNG KYU  
PARK HYUN SOOK, WOO YOON JEONG

PRODUCTION DIRECTOR LEE EUN BAE  
PLANNING PROGRESS SONG MI KYUNG,  
PARK GYEONG A, KIM MIN HWAN

EDITORIAL DESIGN designSOHO Inc. (TEL: 02-514-5164)  
ART DIRECTOR LEE IN GI  
DESIGN LIM DONG JUN,  
AHN SO YEON, LEE WON KYUNG

PHOTO SHOOTING SHIN HAN HO, SON CHO WON,  
SHIN BO RA

PRINTED AND MANUFACTURED NEX PRESS

**KOREAN AIR 50 YEARS HISTORY**

1969 \_\_\_\_\_ 2019

**Date of printing** November, 2019

**Date of publication** November, 2019

**Publisher** Walter Cho

**Publishing Office** Korean Air Line Co.,Ltd.

260, Haneul-gil, Gangseo-gu, Seoul, Republic of Korea

[www.koreanair.com](http://www.koreanair.com)