

ANA to Introduce “Demon Slayer: Kimetsu no Yaiba” Livery Design on the DHC8-400 Aircraft

- Starting July 14, 2023, ANA will operate DHC8-400 aircraft with a special Demon Slayer livery, with a total of three aircraft entering service by the end of July on domestic routes in Japan.
- From July 25, 2023, passengers boarding the DHC8-400 aircraft will be able to receive specially designed stickers, as well as AR photo frames that can be used at airports where the DHC8-400 aircraft are in service.



TOKYO, Jun. 26, 2023 – All Nippon Airways (ANA), Japan’s largest and 5-Star airline for ten consecutive years, is launching three DHC8-400 aircraft featuring a special livery with art and characters of the popular anime TV series “Demon Slayer.” The new design will be unveiled on July 14, 2023, with a total of three aircraft entering service by the end of July on domestic routes in Japan.

In addition, from July 25, 2023, specially designed stickers will be distributed to passengers traveling on the DHC8-400 aircraft, which can be used to activate augmented reality (AR) photo frames. The new aircraft are an addition to the Demon Slayer collaboration which began in December 2021.

We look forward to welcoming you onboard to experience the special collaboration between ANA and “Demon Slayer”.

For more details, please visit the following website (Japanese only):

<https://www.ana.co.jp/ja/jp/domestic/promotions/kimetsu/>

1. Specially Designed Aircraft

The special DHC8-400 aircraft will enter service on July 14, 2023, with a total of three aircraft to be introduced during the month of July. The design for the new livery is based on an original illustration by ufotable, drawn exclusively for the ANA aircraft, and will be featured on the exterior of the aircraft’s entrance door and on each seat.

Schedule: To enter service from July 14, 2023, with a total of three aircraft to be introduced by the end of July.

Aircraft: Three DHC8-400 aircraft (JA844A, JA846A, JA850A)

Routes: The aircraft will be operated on existing domestic routes and flights. The inaugural flight is scheduled to be NH1153 (Itami Osaka to Fukuoka) on July 14.

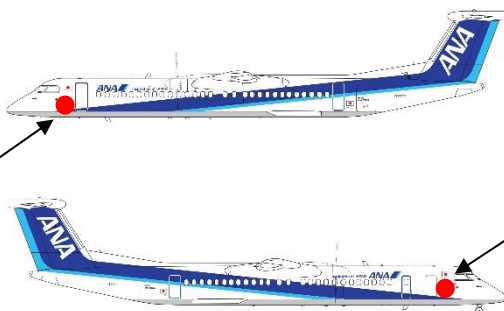
**Schedules are subject to change without notice.*

Details:

Aircraft Exteriors



Left side of aircraft

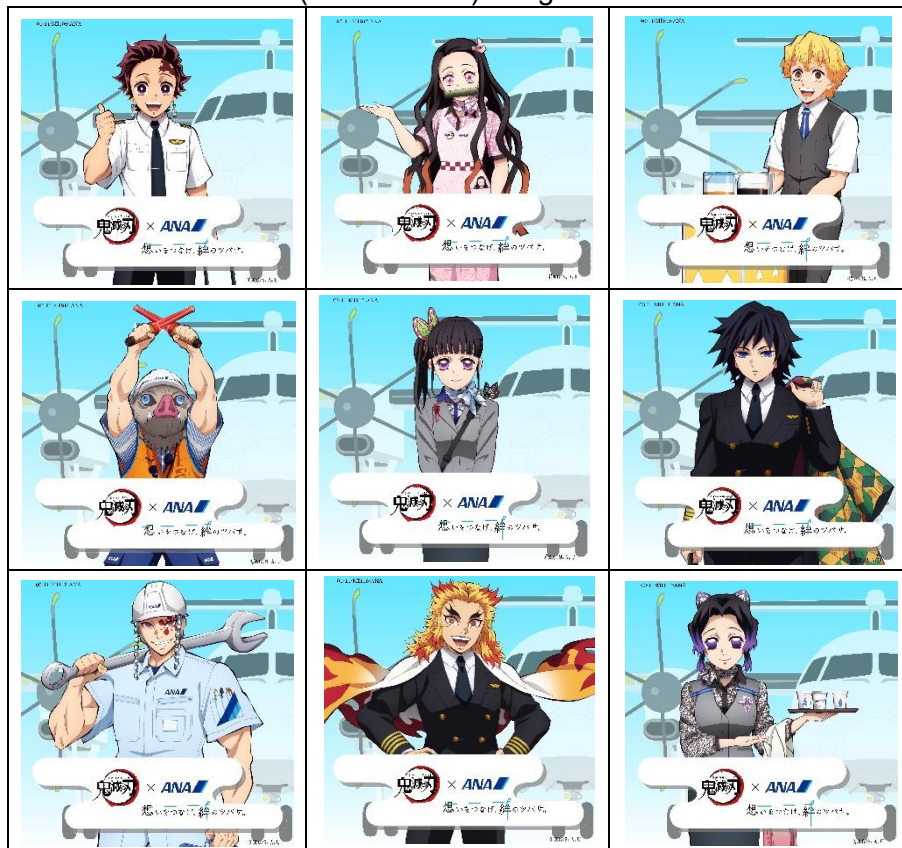


Right side of aircraft

Aircraft Interiors

One of the designs will be applied to the seat table of each seat.

*For the front four seats (1A/1B/2C/2D) designs are attached to the front wall



Image



2. Special Design Stickers

From July 25, 2023, stickers with the in-flight decal design will be distributed to passengers boarding the DHC8-400 aircraft. A total of 24 aircraft will feature the specialty designed stickers including those without the special livery.



**A total of 3 stickers are included in each set. For special sets, a total of 4 stickers are included, including a secret design.*

**The stickers will be available upon request. One set will be given per person.*

**Distribution of the stickers may end when out of stock.*

3. Augmented Reality (AR) Photo Frame

As a keepsake, ANA will offer AR photo frames that can be activated with the specially designed stickers.

**A smartphone app will be necessary to access the contents.*

**The AR contents will be available at airport terminals where the DHC8-400 aircraft are in service (the contents are unavailable during the flights).*



<https://www.coco-ar.jp/service/app/#>



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About ANA HOLDINGS

Founded in 1952 with just two helicopters, All Nippon Airways (ANA) has grown to become the largest airline in Japan. ANA HOLDINGS Inc. (ANA HD) was established in 2013 as the largest airline group holding company in Japan, comprising 69 companies including ANA and Peach Aviation, the leading LCC in Japan.

ANA is a launch customer and the largest operator of the Boeing 787 Dreamliner, making ANA HD the biggest Dreamliner owner in the world. A member of Star Alliance since 1999, ANA has joint venture agreements with United Airlines, Lufthansa German Airlines, Swiss International Airlines and Austrian Airlines - giving it a truly global presence.

The airline's legacy of superior service has helped it earn SKYTRAX's respected 5-Star rating every year since 2013, with ANA being the only Japanese airline to win this prestigious designation for 10 consecutive years. ANA also has been recognized by Air Transport World as "Airline of the Year" three times (2007, 2013 and 2018); it is one of only a select few airlines to win this prominent award multiple times.

In 2021, ANA was awarded the 5-star COVID-19 safety rating by SKYTRAX, recognizing the airline's initiatives to provide a safe, clean and hygienic environment at airports and aboard aircraft, embodied in the ANA Care Promise.

ANA is the only company in the aviation industry to receive the Gold Class distinction from the 2022 S&P Global Sustainability Awards and ANA HD has been selected as a member of the Dow Jones Sustainability World Index list for the sixth consecutive year and the Dow Jones Sustainability Asia Pacific Index list for the seventh consecutive year.

For more information, please refer to the following link:

<https://www.ana.co.jp/group/en/>