



A breath of fresh *luft* to your ideas.



With Goethe for inspiration.

Just one of the many uses of the German portmanteau word, *luft*. A breath of fresh air. Little wonder we at Lufthansa are inspired to find ways to make your journeys by air a little more pleasant. A little more refreshing. A little more memorable.

As Goethe once wrote in a poem called Longing:
What tells me to roam?
What drags me and lures me
From chamber and home?
How round the cliffs gather
The clouds high in the air!
I fain would go thither!
I fain would be there!

It speaks of one's need to travel, of wanderlust, of just needing to get away sometimes, and also of meeting people.

At Lufthansa, we have made every effort to make your flights and travel to Germany and beyond, a time to think of ideas and making them reality. That's what the land of Goethe, Bach and Beethoven is best known for.

So, in addition to smooth and efficient journeys and our legendary punctuality, you can now expect comfort, luxury and more headspace if you like, on board Lufthansa flights.

As part of Europe's largest airline group, Lufthansa now offers you so many connections and options, when flying to or through the continent. And how easy they are too, through our main Frankfurt hub.

Fly with us on your next trip to Germany, Europe and beyond. Give your ideas a breath of fresh *luft* like never before.

www.lufthansa.com



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Flights of imagineering



May you compose a new *luft* on G force.



Inspired by Bach.

Yet another enchanting aspect of air, or *luft* as we say it in German. Something that can inspire music, as in JS Bach's famous composition, Air on G String. At Lufthansa, we are inspired to find ways to make your journeys by air as pleasant, relaxing and luxurious as can be.

When it comes to mood, tone, and communication of one's sensibilities, there is no finer music composer than Johann Sebastian Bach. He didn't just write the grand Brandenburg Concertos. He wrote dozens of little preludes, fugues and pieces that were meant to understand and fully appreciate the tone and tenor of music itself.

Including the famous Well-tempered Clavier. It is all meant to bring music and the musician on the same wavelength.

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Give shape to your thoughts, up in the *luft*.



With Schiller for company.

Up in the air - or *luft*, as we Germans say - is joy itself, when you're soaring above the heavens. Think of Friedrich von Schiller's poem, Ode to Joy that Beethoven set to music in his Symphony No. 9. It is now the EU's anthem as well. At Lufthansa we are inspired in so many ways to make your journeys by air more pleasant and more luxurious.

As Schiller wrote in Ode to Joy:
Joy, thou beauteous godly lightning.
Daughter of Elysium...
Thy enchantments bind together,
What did custom stern divide,
Every man becomes a brother,
Where thy gentle wings abide.

It captures the one-ness of humanity, of people coming together under the great, big skies.

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Meetings that reduce the *luft* between minds.



Let Haydn and Handel set the mood.

Yet another surprising aspect of the German portmanteau word, *luft*. Air, to mean space sometimes. When it comes to meetings, whether business or leisure, *luft* between minds must always be narrowed. That's why we at Lufthansa are inspired to make your journeys by air more pleasant and refreshing each time.

In the tradition set by greats such as Joseph Haydn and Friedrich Handel, who between them set standards for the symphony and for chamber music, the importance of bringing people together to make music can never be overstated. We try to do the same in the skies, believing that flying millions of people across the world is every bit an artistic performance.

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making them reality. That's what the land of Haydn, Heine and Handel is best known for.

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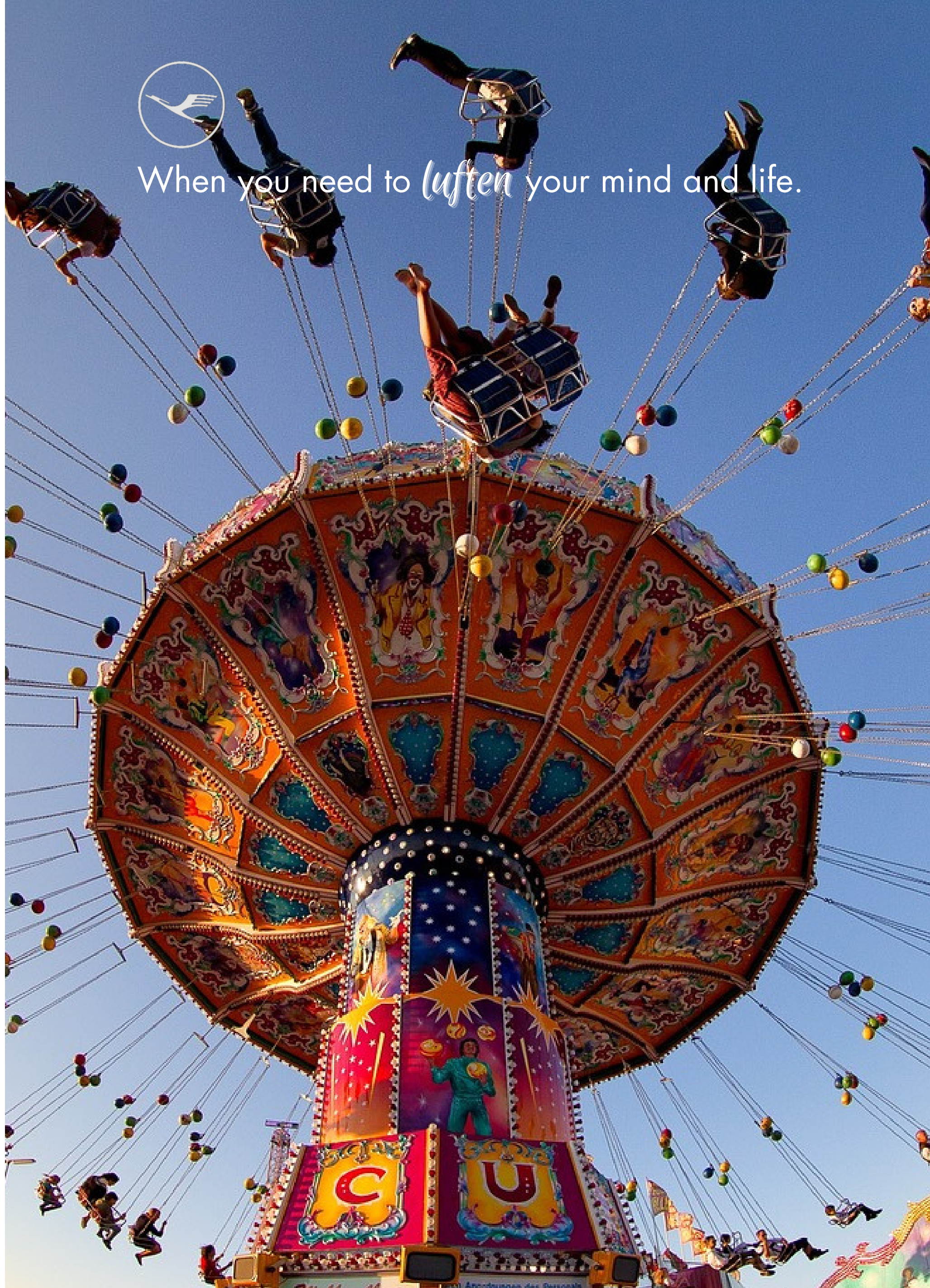
Fly with us on your next trip to Germany, Europe and beyond. And reduce the *luft* between you and your friends and business associates.

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When you need to *luften* your mind and life.

There's art, Oktoberfest, and car racing.

The German word for air, *luft*, also turns into a useful verb when you need it. As in *luften*, which means to clear out the stuffy and let fresh air in. That's what travel is meant for, right? And that's why we at Lufthansa are inspired to make your journeys by air more pleasant and refreshing each time.

We'll fly to the land of luxury German cars and the autobahn. Not to mention the Nurburgring. There's fine wine from the Moselle valley and dining at castle roof-top restaurants in the Rhine valley. Beer and carousel rides at the Oktoberfest and the best of contemporary art at Munich and Berlin. You'll be so immersed in all of this, that you'll want to come up for air, sorry, *luft*.

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and travel to Germany and beyond, a time to think of ideas and making them reality. That's what the land of art, ideas and engineering is best known for.

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The perfect *luft* to appreciate the fine arts.



A schloss, a garten and Beethoven will do just fine.

In Germany, *luft* isn't just air. It is also atmosphere. And can anything be more important to travel, to meeting people and exploring cultures than the right atmosphere? That's what inspires us at Lufthansa to make your journeys by air more pleasant and refreshing each time.

With a rich historical past and a great romantic tradition in poetry, literature and art, Germany is where you can indulge your taste for the fine arts. Visit any of the historical palaces or schlosser, walk and picnic in their gartens, attend a Berlin Philharmonic Orchestra concert, and feast on antiquities at the Pergamon.

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