

Road Warrior

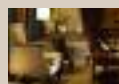
Business travel for those on the move 150 days a year



Overhead
Valise force
p32



Tether
BlackBerry, juiced
p36



Room Key
Shanghai's finest
p42



WRITER: CRISTINA VELOCCI, IAN SPANER (AIRPLANE)

First Class
Your new favorite airline is about to spoil you even more

Flying As It Should Be

It's hard to say when, exactly, but sometime between the private escort to the front of the security line and the near-solitary walk up the gangway to a "seat" the size of your first apartment, it hits you: *I could get used to this.*

And that's the problem. In just a year of operation, tiny upstart Eos Airlines has essentially ruined an entire generation of business travelers used to mere business or first class. Blame David Spurlock. The former British Airways exec, backed by Golden Gate Capital*, Sutter Hill Ventures and Maveron, figured out that by sticking to the fuel-efficient 757 and a proven route like New York-London, he could make more money per flight and actually *lower* his first-class fares if he simply . . . cut out the coach section altogether. ("In real estate, the dictum is 'location, location, location,'" Spurlock says. "In our industry it should be 'space, space, space.'")

Instead of the standard configuration of 200 coach and 20 first-class seats, Eos's planes hold just 48 staggered "suites," each of which converts seamlessly from comfy Barcalounger and facing rumble seat/footrest to flat and firm six-foot-six-inch bed. There's nearly one overhead bin per passenger, and everyone gets a set of Bose noise-canceling headphones and a supply of whatever personal items were snatched at security.

Even Eos's initial catch — arriving and departing from Stansted on the London side — has become a strength. Compared to Heathrow, customs and check-in are a breeze. The location is friendly for those heading to Canary Wharf or the City, and many fares qualify for ground transportation via Bentley Flying Spur.

Of course, payback comes that first time you have to fly somewhere other than New York or London. But there again Eos teases us with the possibilities: In September, the company added a second flight each way on its initial route, and by early 2007 plans to announce service to a second pair of American and European cities. Maybe someone up there is listening after all. ▣

THE FILE
Eos Airlines
Schedule Sunday-Friday, 7:15 and 9 P.M. from New York JFK and 10:40 A.M. and 7 P.M. from London Stansted; Saturday, 7:15 P.M. from New York and 10:40 A.M. from London
Fares Round-trip \$3,150-\$6,850
Average Delay 15 minutes (First among nine surveyed airlines that fly from New York to any London airport)
Pieces of Passenger Luggage Lost Since Inception 1
Number of Top 10 Investment Banks That Include It On Approved-Travel List 7
For Reservations 888-357-3677, eosairlines.com

* **FOOTNOTE**
Golden Gate eventually brought in David Pottruck, the respected former CEO of Charles Schwab, to serve first as chairman and then CEO of Eos. The company is already approaching break-even; an IPO or eventual acquisition by a major carrier seem likely exit strategies.