

12P
AIR
PORTUGAL

**A DIMENSÃO
EXACTA!
BIG ENOUGH...
SMALL ENOUGH...**



Big in experience

We've been flying as an airline since the early days of commercial aviation.

Yet long before then, record-breaking Portuguese airmen were pioneering the skyways of the world — chartering, for example, the air routes across the South Atlantic.

In fact, the first record we boast dates back more than two centuries before the Wright brothers. To 1715, when Bartolomeu de Gusmão soared aloft above cheering Lisbon crowds in the "Passarola", his famous bird-shaped balloon!

This spirit of exploration is our Portuguese heritage; we were born beneath a wandering star. Our airmen follow in the tradition of our sailors of the time of the Discoveries when, almost anywhere you sailed, you found

Magellan or Vasco da Gama had got there first.

That get-there-first spirit still reaches across the centuries. It's no wonder that Portugal flew one of the world's first all-jet airlines.



**Big enough to be
outstandingly efficient.
Small enough to care for
your comfort.**

*Big enough to fly you in the space
and grace of the world's most
advanced jets.*

*Big enough to speed you and your
cargo to more than 40
destinations on 4 continents.*

*Big enough to have our own
immense Maintenance Center in
Lisbon International Airport, where
over 2000 of our skilled
technicians provide highly
professional servicing of the
aircraft of TAP Air Portugal and
other airlines.*

*Big enough to have our own flight
and ground staff Training Center
(again, for our own and other
airlines).*

*But small enough to handpick
every one of our people from
pilots and navigators to
stewardesses to our computer
operators to our luggage
handlers...*



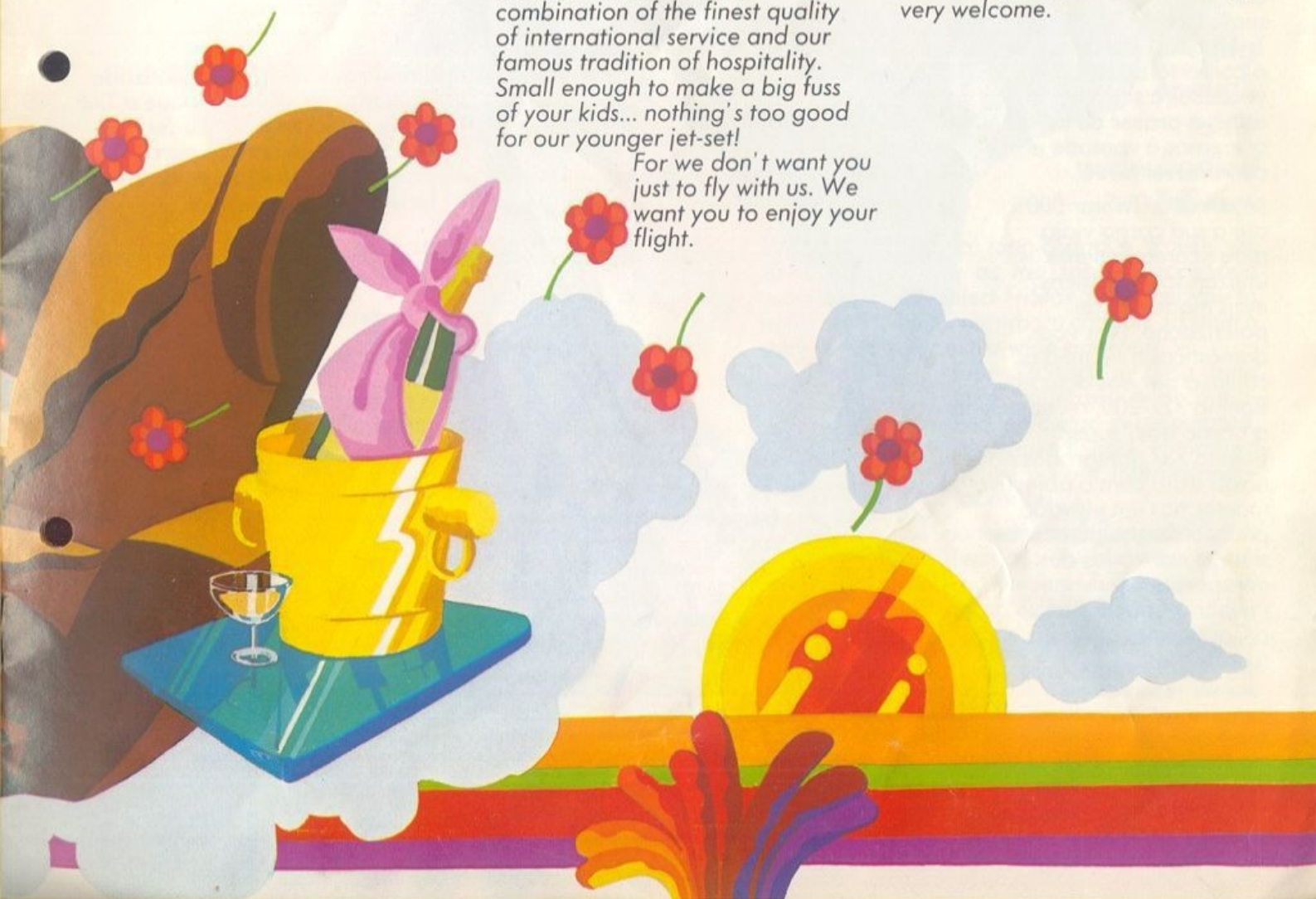
**Big enough to fly
to 4 continents...
Small enough to make you
feel at home.**


*Big in courtesy, service,
friendliness, yes. But we're also
small enough to be concerned
about the tiniest details.*

*Big enough to make sure that your
flight is superbly comfortable and
relaxed... yet small enough to give
you a special welcome as you step
aboard (we greet you with the
aroma of just-perked coffee).
Big enough to create the Navigator
Class, a personalized service for
business travellers and a
combination of the finest quality
of international service and our
famous tradition of hospitality.
Small enough to make a big fuss
of your kids... nothing's too good
for our younger jet-set!*

*For we don't want you
just to fly with us. We
want you to enjoy your
flight.*

*That's why we handpick our
stewardesses (and stewards).
Not only for efficiency
and courtesy. We make sure
we choose people who care
for people — so that when you fly
TAP Air Portugal, you're so much
more than just a passenger.
You're a guest, to be made very,
very welcome.*





**Big
enough
to fly
wide-bodied
TriStars.**

When it comes to long-distance travel, we think BIG. As big as the space, grace and luxury of wide bodied TriStar 500's. For you to enjoy walk-about living-room comfort, to stretch your legs in your extra-wide armchair.

Our TriStars fly you (and your palletised and containerised cargo in automated, pressurised and climatised holds) on our intercontinental routes.

On domestic and European flights we treat you to our new latest-design Boeing 737's and our advanced 727/200's.

One of the world's most comprehensive and up-to-date airline fleets... at your service.

**We're big enough
to admit...**

*... that we're small enough not to
take you for granted.*

*Which is why we make you so
specially welcome — and why we
make so sure that you enjoy your
flight with us.*

*So next time you're bound on
business to the cities or on
pleasure to the playgrounds of the
world... that's the time for you to
discover*





A dimensão exacta
Just the right size