

U.S.P (unique selling point)

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A380 superjumbo lands in Sydney

The world's largest passenger plane, the Airbus A380, has landed in Sydney on its first commercial flight, after a seven-hour journey from Singapore.



WATCH Superjumbo takes off

Singapore Airlines took delivery of the huge plane, dubbed the Superjumbo, just over a week ago. Passengers bought seats in a charity online auction.

It can carry some 850 passengers, but took about 450 to Sydney.

The superjumbo's advent ends a reign of nearly four decades by the Boeing 747 as the world's biggest airliner.

'Phenomenal'

The new aircraft suffered almost two years of delays because of a number of construction problems, but took off on time.

AIRBUS vs BOEING

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The largest Plane in the world has just made its first flight from Sydney to Singapore over seven hours. The plane can carry up to 850 passengers but for the first flight only carried 450 passengers. Also by one of the first passengers was described as a “phenomenal” plane.

The plane itself has got two different classes economy and 1st class which every other plane has however the super jumbo which it has been named is different as the two different classes of people are completely separated from each other with one being on the top and the other below and they will only be joined by two different sets of stairs at the other ends of the plane front and rear which customers or passengers may think of it as a huge novelty.

The super jumbo as it is now called is also the biggest plane in the world with the wing span up to the length of a football pitch and this is a substantially bigger wing span than the other planes on the market. This is why people were prepared to pay between \$560 and \$100,380 just to experience the flight. This is then the proof that the sheer size of the plane becomes a part of the unique selling point as well the room that comes with the seating area because of its size the plane offers the most leg room which most passengers would be most happy to have especially over a long haul flight.