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Citi Introduces Strata Elite Credit Card to Compete with AmEx and JPMorgan

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Citigroup has unveiled its new premium offering, the **Strata Elite Credit Card**, aimed at rivaling top-tier cards such as the American Express Platinum and JPMorgan Chase's Sapphire Reserve. With an annual fee of \$595, the Strata Elite enters the luxury credit card market with a suite of travel rewards and perks targeted at affluent customers.

The card offers a variety of benefits, including up to \$1,500 in annual statement credits. This includes a \$300 hotel credit for bookings made through Citi Travel, a \$200 annual “splurge” credit usable at select partners such as Best Buy, Live Nation, Future Personal Training, and American Airlines, and \$200 in chauffeur service credits through Blacklane. Additional perks include four complimentary visits to American Airlines Admirals Club lounges each year and full Priority Pass Select membership for access to over 1,300 airport lounges worldwide.

Strata Elite cardholders earn 12 reward points per dollar spent on hotel stays, car rentals, and attractions booked through Citi Travel. They also receive 6 points per dollar on airfare and weekend dining and 1.5 points per dollar on other purchases. One standout feature is the ability to transfer points to Citi’s ThankYou Rewards partners, including a 1:1 transfer option to American Airlines AAdvantage, a rare advantage among travel cards.

Other features include no foreign transaction fees, reimbursement for TSA PreCheck or Global Entry application fees every four years, and robust travel protections such as coverage for trip delays, lost luggage, rental car damage, and purchase protection.

Citi’s launch of the Strata Elite comes after its earlier premium product, the Prestige card, lost market traction in recent years. The new card simplifies the rewards structure and eliminates coupon-style benefits in favor of direct, high-value offerings.

Compared to competitors, the Strata Elite is priced more affordably. The American Express Platinum carries a \$695 fee, and the Chase Sapphire Reserve is now priced at \$795. While Citi lacks its own airport lounges, the inclusion of Admirals Club passes and a strong travel reward structure could appeal to frequent flyers looking for alternatives.

Citigroup is positioning the Strata Elite as a way to deepen relationships with high-net-worth clients and expand its presence in the premium consumer banking segment.