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***Air Arabia appoints AVIAREPS for the Ukrainian market***

*New representation appointment by the first and largest low-cost carrier in the Middle East and North Africa*

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“Pay less, fly more” – this is the philosophy of Air Arabia. With the latest appointment of AVIAREPS as its General Sales Agent in Ukraine, the first and largest low-cost carrier (LCC) in the Middle East and North Africa strongly aims to enhance its presence in Eastern Europe. With immediate effect, the world’s leading airline and tourism management company will represent Air Arabia as the General Sales Agent responsible for sales, marketing, and ticketing activities in the Ukraine.

Air Arabia started its operations between Sharjah (United Arab Emirates) and Kiev (Ukraine) two years ago and currently offers four flights a week, every Tuesday, Thursday, Saturday, and Sunday. The new Airbus A320 aircraft leaves Ukraine’s capital at 2:00 p.m. and lands at Sharjah International Airport at 7:55 p.m.

Air Arabia’s global fleet consists of 23 brand-new Airbus A320 aircraft, which offer passengers the best economy configuration in the market with a 32-inch seat pitch and an all-inclusive luggage allowance. The carrier is one of the few LCCs that operate with state-of-the-art aircraft.

Air Arabia focuses on the combination of travel comfort and attractive prices. Its affordable, always high-quality services have brought the low-cost carrier several awards, such as “Best Low-Cost Carrier of the Year” at the Aviation Business Awards and “World’s Best LCC” from *Aviation Week* for 2009.

Founded in October 2003, Air Arabia currently operates its flights from three hubs: Sharjah (U.A.E.), Casablanca (Morocco), and Alexandria (Egypt). At Sharjah International Airport, Air Arabia passengers benefit in particular from quick access, fast check-in, and low congestion. Within its strong global network, the LCC offers its flights to over 65 destinations across Europe, the Middle East, Africa, and Asia.

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Photo: Air Arabia's brand-new Airbus A320 aircraft offer a 32-inch seat pitch – the best economy configuration in the market  
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#### **About Air Arabia**

Air Arabia (PJSC), listed on the Dubai Financial Market, is the Middle East and North Africa's leading low-cost carrier (LCC). Air Arabia commenced operations in October 2003 and currently serves 65 destinations from three hubs in the UAE, Morocco, and Egypt with its fleet of 23 new Airbus A320 aircraft. Air Arabia is an award-winning airline that focuses on offering comfort, reliability, and value in air travel. For further information, please visit: [www.airarabia.com](http://www.airarabia.com).

#### **About AVIAREPS**

Founded in Germany in 1994 with an extensive office network in over 40 countries, the AVIAREPS Group is the world's leading airline and tourism management company, with over 75 airlines and 85 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also avail themselves of services from the company's successful public relations, advertising, IT solutions, financial services, and airport marketing divisions. For further information, please visit [www.aviareps.com](http://www.aviareps.com) or follow us on Twitter at [http://twitter.com/Aviareps\\_Group](http://twitter.com/Aviareps_Group).

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