

# **flydubai**

## **CHARTING THE DYNAMIC RISE OF FLYDUBAI**

### ***2014 Celebrating 5 Years Of Affordable Travel From Dubai***

In March 2008, the Government of Dubai announced the formation of a new airline to operate from Dubai International Airport in one of the most vibrant regions in the world. With an already thriving aviation industry that has developed aggressively since 1985, the addition of a new carrier in a highly successful business environment was seen to provide significant value.

It is this additional value that saw the announcement of flydubai, a new low-cost, low-fare scheduled airline to serve high demand, underserved destinations within five hours or 5,500km reach of Dubai. More importantly, provide the travelling public with an alternative choice to get to their final destination, whether it is the dynamic tourist and business hub of Dubai, or beyond that covers a rapidly growing diverse network.

With an experienced management team put together over the 12 months preceding its official launch, the airline quickly got to grips with setting up airline operations from scratch.

Orders were placed for 50 Boeing 737-800 aircraft at the Farnborough Air Show in 2008 to launch operations. The aircraft were to form the airline's narrow-body fleet.

flydubai officially took off on 01 June 2009 with its first commercial service from Dubai to Beirut. In the first month of operations, three further routes were added with passengers carried exceeding 100,000 after just three months of commercial flights. flydubai quickly established a strong reputation for quality in the air at affordable fares for the travelling public.

The airline has emerged as one of the fastest growing airlines in the Middle East, able to capitalise on its strategic geographical hub to connect passengers across its ever-expanding network.

In the five years since launch, flydubai, with the dynamism of the same management team at the helm since day one, has developed into a business with a modern fleet of over 40 aircraft flying to more than 80 cities in the Middle East, GCC, Africa, Caucasus, Central Asia, Europe and the Indian Subcontinent.

From Moscow and Bishkek to the north, Kathmandu and Lucknow to the east, Zanzibar and Malé to the south and Belgrade and Zagreb to the west, flydubai has made significant inroads into key markets that others either operate to with limited capacity, or not at all.

In 2013 alone flydubai carried 6.82 million passengers.

flydubai's young fleet is all Boeing 737-800 aircraft, the most popular narrow-body jet flying in the world today. Advantaged with a single fleet type that helps keep costs in trim and secure the best operational performance and efficiency, flydubai is committed to keeping the 737 as the backbone of its fleet.

This commitment was demonstrated by an order in 2013 worth US\$8.8 billion for 86 Boeing 737s – 75 of the MAX variant and 11 Next-Generation 800s – designed to increase the fleet size but also to replace existing aircraft to keep the average age low. The airline also retains purchase rights for a further 25 737 Max 8 aircraft. Of the orders, the new MAX version is due for delivery over a six-year period starting in 2017.

With a focus also on reliability, safety and on-time performance, flydubai has kept inflight service as a priority for passengers to have a comfortable and memorable experience. An all-Economy Class cabin across its fleet since launch, the airline ventured into the Business Class market in October 2013.

Since October 2013, all newly-delivered aircraft have a two-class configuration offering Business Class on many routes that did not previously offer the service. flydubai's Business Class has received a positive response and offers additional convenience and a more personal flying experience.

Spacious cabin interiors, quality seating and an interactive touch screen seat back video and audio entertainment system in every seat differentiates flydubai from many carriers. It is up to passengers to pay for add-on service extras, whether it is additional baggage at fixed rates for 20kg, 30kg or 40kg, onboard hot and cold snacks, meals, beverages or inflight entertainment.

flydubai also offers a choice of payment and booking options, making reservations through the airline's website *flydubai.com*, through its call centre, or designated flydubai travel shops. And to give the passenger more flexibility and freedom, payments for tickets can be made online or by cash at designated partner outlets such as banks, post offices, institutions, retail shops and kiosks throughout the UAE.

It's all about giving customers more flexibility and more choice to suit their lifestyles.

That's flydubai.

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