

VIVA AEROBUS IS THE OPERATOR WITH MOST DESTINATIONS TO AND FROM MONTERREY

Mexico City; February 19, 2018.- Viva Aerobus, Mexico's ultra-low-cost airline, reported a 21% increase in the number of passengers to and from Monterrey between 2016 and 2017. The strengthening of its leadership in this city also echoed in an increase of its market share, going from 26% to 29% in this same period.

In addition, in 2018 Viva Aerobus will launch three new routes from Monterrey. These routes are added to the announcements done in 2017 (Querétaro, Mexicali, Tijuana, Puebla and Ciudad Obregón), as well as the seasonal route to Huatulco. Viva Aerobus expects to close this year with 30 flights to / from Monterrey. This places Viva Aerobus as the operator with most routes from that destination.

"The purpose of many of our Monterrey's routes is to stimulate business tourism. In order to make the routes successful, the airline operates with high load factors and very low fares. For instance, our clients can fly to Chihuahua from \$ 458 pesos, to Veracruz from \$ 588, to Hermosillo from \$ 459, to Oaxaca from \$ 598, to Puebla from \$ 458, to Bajío from \$ 538 or to Tampico from \$568; all fees, of course, with taxes included", said Alfonso María Collantes, Corporate Communication Director of Viva Aerobus.

"The growing preference of travelers is the result of our ultra-low-cost model. Our strategy is based on customer focus and a solid operational efficiency; therefore, we can offer the most competitive prices in the market and have the highest load factor in the industry", added Collantes.

Currently 3 out of 10 seats offered in Monterrey correspond to Viva Aerobus, making it a key ally for the North Center Airport Group (OMA by its initials in Spanish) and for tourism in the region. According to its expansion strategy, Viva Aerobus estimates to increase the number of flights to and from Monterrey by 15% this year, reaching almost 22 thousand trips in 2018. Moreover, the number of seats offered will grow from 3.4 million in 2017 to 3.8 million in 2018.

Viva Aerobus is Mexico's low-cost airline. It started operations in 2006 and today operates the youngest Latin American fleet with 24 Airbus A320, including two A320neo. With a clear vision to give all people the opportunity to fly, Viva Aerobus has democratized the airline industry with the lowest rates in México and the lowest costs in Latin America, making their flights the best value offer.

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