

VIVA AEROBUS LAUNCHES ITS NEW ROUTE MÉRIDA-TUXTLA GUTIÉRREZ

- The route will start on June 4 with flights on Monday and Thursday.
- Viva Aerobus will offer more than 38,000 seats during the first year of operations at prices starting from \$898 pesos.

Mexico City; February 28, 2017.- Viva Aerobus, Mexico's ultra-low-cost airline, launches its new Mérida-Tuxtla Gutiérrez route, with prices starting from \$898 pesos. The flights will begin next June 4 with two weekly frequencies: on Monday and Thursday.

During the first year of operations of this route, Viva Aerobus will offer more than 38,000 seats with the firm purpose of meeting the growing demand of its passengers, driven by the attractiveness of its tickets' prices.

"Viva Aerobus continues revolutionizing the way of traveling, distinguishing itself by a service that is able to combine competitive prices and personalized trips. That is our definition of connectivity ", he said.

This business model has resulted in an important passenger growth from and to Mérida by 38% in 2017, thus achieving a market share of 18%. In this way, Viva Aerobus captains the region as the operator that offers most destinations from Mérida International Airport.

Moreover, Viva Aerobus strengthens its presence in Tuxtla Gutiérrez, reinforcing its leadership as the airline that also offers more destinations from Chiapas International Airport. Such connectivity has resulted in a 40% increase in the number of passengers transported to and from this destination in 2017, having reached a market share of 25% in the previous year.

"We are proud to add another national route to our offer. As allies and ambassadors of Mexico, we are excited to link the secrets of the Mayan world with the wonders of the biodiversity in Chiapas", mentioned Juan Carlos Zuazua.

Passengers can buy their tickets on Viva's official website: <https://www.vivaaerobus.com/en>, in VivaTiendas, by calling the Call Center 0181 82 150 150 or at any point of sale of Grupo IAMSa such as Omnibus de México, ETN, TAP, Primera Plus, Aers, TMT Caminante, La Línea and Autovías.

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 on 89 routes to 37 different destinations. 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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