

VIVA AEROBUS TAKES YOU TO TECATE LOCATION

This weekend, the music festival **Tecate Location** will take place in **Veracruz** (May 12) with the presence of Caifanes, Reyno and DLD, among other great bands. **Viva Aerobus joins the celebration of this great event of the music scene with the sponsorship of Tecate Location for the first time.**

Tecate Location will also arrive to **Tuxtla Gutiérrez (May 19), Cancún (May 26) and Torreón (June 2)**, where groups like Zoé, Phobia, Enjambre, Los Ángeles Azules, among many, will participate.

"Viva Aerobus will realize multiple dynamics to give to its music fans the opportunity to attend Tecate Location in its different destinations, giving more than 150 tickets for the 4 concerts through the airline's social networks", said Alfonso María Collantes, Director of Corporate Communication of Viva Aerobus.

"These efforts are part of our service strategy that is distinguished by having our customers at the center of every decision, providing the best option to fly available to everyone. In this sense, Viva Aerobus offers more than 15 routes to the cities where the Tecate Location tour will take place", Collantes concluded.

The purpose of this alliance is to take Viva's passengers to the best travel experiences and events, **reflecting Viva Aerobus' commitment to fun, bringing its customers closer to the most important music festivals in the country.**

Viva Aerobus is Mexico's low-cost airline. It started operations in 2006 and today operates the youngest Latin American fleet with 25 Airbus A320, including two A320neo, in 91 routes to 37 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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