

## VIVA AEROBUS LAUNCHES ITS NEW ROUTE MORELIA-TIJUANA

**Mexico City; July 5, 2018.-** Viva Aerobus, Mexico's ultra-low-cost airline, increases its flights offer with the new route Morelia-Tijuana, expansion that allows more people to have the opportunity to fly to a wide range of destinations.

"We are committed to be the airline for everyone, because we understand the need to fly at truly affordable prices. It is not just about transporting passengers, but about uniting two important cities such as Morelia and Tijuana, connecting people and creating opportunities. Today, we build a new bridge that shortens the distance between the north and center of the country", said Juan Carlos Zuazua, CEO of Viva Aerobus.

Tickets for this new route, which begins operations on October 26, are already on sale starting from \$1,198 pesos in single flight. The route will have three flights a week, offering more than 60,000 seats in the first year of operation.

With this new route, Viva Aerobus continues to strengthen its presence in Tijuana, from where it already flies to 6 destinations: Mexico City, Guadalajara, Monterrey, Culiacan, Guanajuato and, now, Morelia. Additionally, this growth has the support of travelers. In the first 5 months of 2018, Viva Aerobus registered a 70% increase in the number of passengers from / to the International Airport of Tijuana, compared to the same period of the previous year.

Moreover, this is the second route announced by Viva Aerobus from / to Morelia, where the airline will land for the first time this year. A few months ago, Viva Aerobus already announced its first route to Morelia from Monterrey, within the framework of the "Tianguis Turístico" (Tourist Market), which also starts operations on October.

"We are very proud to encourage air competition and stimulate passenger traffic in two key national destinations for their tourist attractions and economic dynamism. Such boost is possible thanks to our unique proposal, that offers a service focused on customer, direct flights, new airplanes and unbeatable prices", added Zuazua.

Viva Aerobus' expansion strategy is the result of its commitment to make Mexico available to everyone. This year, Viva Aerobus starts operations, so far, on 13 new routes, reaching a total of 93 routes to 40 destinations.

These efforts to develop connectivity have allowed the airline to keep a sustained growth in its entire route network. In the period January-May 2018, Viva Aerobus reached a load factor of 89%, having increased the number of passengers transported by 25%, compared to the same period of 2017.

Passengers can buy their tickets on the official website of Viva Aerobus: <https://www.vivaaerobus.com/en>, in VivaTiendas, calling the Call Center 0181 82 150 150 or at any point of sale of Grupo IAMSА, such as on Omnibus de México, ETN, Primera Plus, Costa Line, 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 25 Airbus A320, including two A320neo on 93 routes and 40 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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