

VIVA AEROBUS WILL NOW FLY DAILY BAJÍO - CIUDAD JUÁREZ

Mexico City, July 31, 2018.- Viva Aerobus, Mexico's ultra-low-cost airline, announced that, starting in November, it will increase the number of frequencies on its Bajío - Ciudad Juárez route, **going from 4 to 7 flights per week**, offering a daily flight.

This increase meets the needs of the growing demand of passengers traveling between both destinations, for business and pleasure, thus endorsing the mission of the airline to strengthen a broad and accessible connectivity network. In this sense, this November the route **celebrates its fourth year of service** with an upward trend, having started in 2014 with only 3 flights per week.

In fact, in this first half of the year, Viva Aerobus reported a **34% increase** in this route compared to the first six months of 2017, having transported, so far, **more than 30 thousand passengers**. These results reflect the preference of travelers for the airline's proposal that combines a service focused on the customer, one of the youngest fleets in the world and the most competitive fares.

"We are proud to give our customers more and better flight options. We will offer 98% more seats with these new frequencies, which means more than 135 thousand seats at unparalleled prices. This is also a sign of our commitment to these destinations. We promote passenger traffic that generates new opportunities for tourism and economic development in both regions", said Juan Carlos Zuazua, CEO of Viva Aerobus.

These additional frequencies reinforce the leadership of Viva Aerobus in Ciudad Juarez, being the co-leader airline with the highest number of destinations from this important city in the state of Chihuahua; flying to Cancún, Guadalajara, León, Mexico City, and Monterrey. Moreover, Viva Aerobus continues to expand its presence in Guanajuato from where it already flies to Cancún, Ciudad Juárez, Monterrey and Tijuana.

The flights are operated by Airbus A320 aircraft, which are part of one of the youngest fleets in the region integrated by 26 aircraft, serving a network of 95 routes to 41 destinations.

It is the holding of several companies, including the airline Viva Aerobus.

Viva Aerobus is Mexico's low-cost airline. It started operations in 2006 and today operates the youngest Latin American fleet with 26 Airbus A320, including four A320neo, in 95 routes to 41 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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