



MEDIA RELEASE

Alitalia and Etihad Airways Official Global Airline Carriers for Expo 2015

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Alitalia, Italy's leading carrier and a partner of the SkyTeam Alliance, and Etihad Airways, the national airline of the United Arab Emirates, have jointly been named as Official Global Airline Carriers for Expo 2015.

Expo 2015, the upcoming Universal Exposition will be held in Milan from 1 May to 31 October 2015.

An estimated 20 million visitors are expected to attend Expo 2015, of which approximately 7.6 million will travel to Milan by air, with 1.5 million arriving from intercontinental destinations, 3.3 million from international destinations and 2.8 million from within Italy.

As a commitment to the event, Alitalia and Etihad Airways will offer almost 100 flights per day to and from Milan, linking 866 cities across the globe through 125 direct flights and a further 741 via one-stop connections.

Gabriele Del Torchio, Chief Executive Officer of Alitalia, said: "Expo 2015 will be a remarkable opportunity for Italy. We could not miss being part of it, and we are very proud that Alitalia and Etihad Airways have been jointly chosen as the Official Global Airline Carriers.

"The choice reaffirms Alitalia's important and strategic role as an infrastructural asset in Italy's development and its commitment to travel and tourism.

"Alitalia and Expo 2015 share the same values and vision: the pursuit of excellence, style and elegance typical of the "Made in Italy" brand. We are also committed to showcasing Italy's renowned cuisine, design, fashion and art.



“With our partner Etihad Airways, we look forward to offering visitors from around the globe convenient and comfortable flights to what will be *the* event of 2015.”

James Hogan, President and Chief Executive Officer of Etihad Airways, said: “Italy is a strategic market for Etihad Airways and teaming up with Alitalia as an Official Global Airline Carrier for Expo 2015 is a natural extension of our existing codeshare agreement.

“Italian style is embedded in many things at Etihad Airways. From working with leading fashion designer Ettore Bilotta for our crew uniforms, to a luxury furniture maker Poltrona Frau in our lounges and First and Business Class cabins, to hiring top Italian on board chefs, what we bring to Expo 2015 is Italian inspired knowledge and a commitment to looking after our guests.

“Through our vast international route network, Etihad Airways will play a leading role in promoting Expo 2015 to a global audience, focussing on key markets across the Gulf region, Australia, Asia, and the Subcontinent.

“In the coming months Etihad Airways and Alitalia will unveil an iconic Expo 2015 pavilion, and we look forward to welcoming guests from all over the world through its doors from 1 May 2015.”

Giuseppe Sala, CEO of Expo 2015 Company, said: “We are pleased with having Alitalia and Etihad Airways as partners of Expo Milano 2015. We want 20 million people to visit the Exhibition site: we expect 8 million coming from abroad. We know that a worldwide operating asset is needed to support us in reaching this goal.

“The partnership with Alitalia and Etihad Airways is in line with our target. From now on – even during the six-month World Expo – all the initiatives will have a double value: on the one hand they will be useful to promote the Event; on the other hand they will make easier travelling to Milan and leaving from Milan. In this way they will also contribute to give the best welcome to all people visiting Italy taking part in the Event”.

In addition to the extensive range of flights being offered, Alitalia and Etihad Airways will unveil a number of business initiatives including all-inclusive packages and special fares targeted at families, seniors, business travellers and young people, over the coming months.



To support and promote the joint commercial activities, the two companies will also implement an integrated marketing and communication plan across all available channels including livery design, on board and ground announcements, communication to loyalty program members, print and digital campaigns, and social media activities.

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About Alitalia

Alitalia - Compagnia Aerea Italiana (www.alitalia.com) is a fully private company that started its operations on 13 January 2009. The Company's 2014 summer schedule offers 103 destinations, of which 26 in Italy and 77 for the rest of the world, 186 routes and more than 4,700 weekly flights. The Company carried 23.99 million passengers in 2013. Alitalia is a member of the SkyTeam global alliance and, since 2010, forms part with Air France-KLM and Delta Air Lines of the main air transport Transatlantic Joint Venture. Today, the fleet of Alitalia is one of the youngest in the world with an average age of only 7 years and is one of the most efficient thanks to a reduction in the number of aircraft types and low environmental impact. Alitalia has been recognised by the pollsters of the German Institute of Quality and Finance (ITQF) as "the best airline for the services offered to customers", winning the gold medal with an 82.6% percentage rate of satisfaction. In 2013, for the fourth year in a row, Alitalia, has been recognized as the best airline in the world for the quality of its innovative onboard dining program in Magnifica Business Class. The prize of "Best Airline Cuisine" has been awarded by the American magazine Global Traveler, which has been conducting research on the exceptional achievements of the travel and tourism industry for ten years. In 2013 Alitalia has also been awarded as with the prize Best In-Flight Wine Program at the SAVEUR Culinary Travel Awards.

About Etihad Airways

Etihad Airways began operations in 2003, and in 2013 carried 11.5 million passengers. From its Abu Dhabi base Etihad Airways flies to 103 existing or announced passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 102 Airbus and Boeing aircraft, and more than 220 aircraft on firm order, including 71 Boeing 787s, 25 Boeing 777-X, 62 Airbus A350s and 10 Airbus A380s. Etihad Airways holds equity investments in airberlin, Air Seychelles, Virgin Australia, Aer Lingus, Air Serbia and Jet Airways, and is in the process of formalising its equity investment in Swiss-based Etihad Regional*. For more information, please visit: www.etihad.com

*Operated by Darwin Airline

For more information contact:

ALITALIA

Alitalia Corporate Communications
Email: ufficio.stampa@alitalia.it

ETIHAD

Etihad Airways Corporate Communications
Email: media@etihad.ae

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Expo 2015 S.p.A. – Press Office

Email : ufficiostampa@expo2015.org; pressoffice@expo2015.org