



Immediate release

HK Express' "Siu Mai" Express Aircraft Launches, Bringing the Flavor of Hong Kong Culture to Asia!

(HONG KONG, 24 June, 2014) HK Express, Hong Kong's one-and-only dedicated low-cost carrier, recently announced the launch of the first themed fleet named by Hongkongers – "Siu Mai" Express!

HK Express recently organized a "Name the Plane" competition, inviting the people of Hong Kong to suggest themes for their fleet which encapsulated the spirit of Hong Kong and could be applied to every aircraft. Winner Kitty Choy chose "Dim Sum" as the theme, with the reasoning that HK Express' low-cost fares make overseas travel and weekend breaks as simple as having a Sunday Yum Cha session!

Five Airbus A320s will be named after "Dim Sum" dishes, with "Siu Mai" travelling to 13 destinations in Asia. To symbolize HK Express' position as home-grown airline, the livery features a Hong Kong skyline in a vibrant violet hue. With the "H" and "K" of HK Express extending upwards, the livery promotes the spectacular Victoria Harbour view to overseas guests, emphasizing Hong Kong's innovative spirit and success as an international metropolis.

Guests are able to enjoy traditional Hong Kong delicacies onboard, including traditional assortment of dim sum and "Hong Kong's famous *Three Treasures*: Fried Capsicum and Eggplants stuffed with Minced Fish". These delectable dishes add another dimension to the hot and cold beverages and food already available in flight.

"With the new livery and our special naming project, we intend to promote Hong Kong's local culture and character to our foreign Guests." said Andrew Cowen, Deputy CEO of HK Express, "Naming our fleet after dim sum dishes makes perfect sense as well, given that the affordable price of dim sum complements HK Express' image as a low-cost carrier. We make it possible for our Guests to travel to more Asian regions at an exceptionally good price."



Currently, HK Express operates six Airbus A320s, carrying approximately 180 guests each flight. To cope with its continuous expansion, HK Express plans to expand its fleet to 10 by the end of 2014.

<p>Andrew Cowen, Deputy CEO of HK Express poses with Kitty Choy, who named the “Dim Sum Fleet”.</p>	<p>The new livery features a stunning skyline with the “H” and “K” of HK Express extending upwards. The livery pays homage to the iconic imagery of Victoria Harbour.</p>

For more information, please visit <http://www.hkexpress.com> 、 follow us on Sina Weibo: weibo.com/hkexpress or refer to our Facebook fan page: hkexpress.com/facebook

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About HK Express:

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong’s one-and-only dedicated low fare airline. HK Express flies to 13 destinations, including Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming and Ningbo (commences 1 August) in Mainland China, Penang and Kota Kinabalu (Sabah) in Malaysia, Tokyo-Haneda, Osaka Kansai, Fukuoka and Nagoya (commences 18 September 2014) in Japan, and Seoul-Incheon and Busan (commences 7 August 2014) in Korea.

HK Express「點心機隊 — 燒賣號」正式啟航 盛載香港情懷飛往亞洲各地

（香港 · 2014年6月24日）本地唯一一家建基於香港的低成本航空公司 — HK Express宣佈，由香港人命名的航機「燒賣號」正式面世。這架代表香港文化的飛機，將盛載香港情懷和濃厚的本土特色，飛往亞洲各地！

早前，HK Express成功舉辦「我的名字，您的主意」機隊命名比賽，吸引逾千位市民參與，為屬於香港人的航機命名。最終，提出「點心機隊」概念的參賽者Kitty Choy拔得頭籌，HK Express也因此成為本土第一家以點心命名機隊的航空公司。

HK Express將現時擁有其中五架A320空中巴士以港人最愛的一盅兩件「點心」命名，首架航機名為「燒賣」，已正式面世，將搭載旅客飛往亞洲13個城市。同時，為配合以港為家的理念，HK Express以鮮艷亮麗的品牌紫色在機身上彩繪出香港天際線圖案，與品牌標誌中「H」和「K」向上延展的線條相互呼應，喻意航機將把維港繁華都市的景象帶到海外，宣揚香港奮鬥拼搏的勵志故事和充滿創意的創新精神，成就國際大都市的美譽。

目前，所有HK Express航機上備有冷、熱美食、零食和飲品供旅客選購，當中包括傳統港式點心拼盤及「煎釀三寶」，讓旅客體驗香港本土文化。

HK Express行政副總裁 Andrew Cowen表示：「憑藉此次機身設計和航機命名，HK Express進一步對外宣揚香港文化和本土特色；一盅兩件的點心，價錢十分大眾化，正好切合HK Express低成本航空物美價廉的特色，讓每一位旅客都能以物超所值的價錢傲遊各地，擴大廉游亞洲的版圖。」

現時，HK Express機隊共擁有六架A320空中巴士，每班可搭載約180名旅客。為配合業務不斷擴展，HK Express計劃於2014年年底將機隊增至10架。「點心機隊」其餘四架航機均將陸續以「點心」主題命名。



HK Express行政副總裁Andrew Cowen與為航機起名「燒賣號」的Kitty Choy合照。

HK Express機身設計融入極具代表性的香港天際線圖案，與品牌標誌中「H」和「K」向上延展的線條相互呼應。

了解更多資訊，可瀏覽HK Express網頁<http://www.hkexpress.com>、登入HK Express 新浪
微博專頁 www.weibo.com/hkexpress、Facebook 專頁
<https://www.facebook.com/HKExpress>或關注HK Express微信公眾帳號。

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有關 HK Express

於2013年10月27日啟航的HK Express，是本地唯一一家建基於香港的低成本航空公司。目前HK Express航線覆蓋13個城市，包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、寧波(中國) (將於2014年8月1日正式啟航)、檳城(馬來西亞)、亞庇(馬來西亞)、東京-羽田(日本)、大阪-關西(日本)、福岡(日本)、名古屋(日本) (將於2014年9月18日正式啟航)、首爾-仁川(韓國)以及釜山(韓國) (將於2014年8月7日正式啟航)。