



For Immediate Release

## U-FLY Alliance Launches as World's First Low-Cost Carrier Alliance Four low-fare airlines celebrate with HKD/CNY118 fares

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**Hong Kong, 18 January 2016** The new U-FLY Alliance is a game-changer for the airline industry, dedicated to making travel more affordable and accessible than ever before. As the world's first low-cost carrier alliance, the new network of airlines will offer some of the lowest fares available in the Asia-Pacific region.

Formally announced on 18 January at the **Launch of the World's First Low-Cost Carrier Alliance Press Conference**, the U-FLY Alliance currently comprises four LCCs, and will have more to join in the future. Formed by Hong Kong's HK Express, Kunming's Lucky Air, Urumqi Air and Chongqing's West Air, the U-FLY Alliance is ready to offer travel lovers a choice of 85 destinations with 168 city pair options in the Asia-Pacific region. An informative and easy-to-use website will follow at [www.uflyalliance.com](http://www.uflyalliance.com), where Guests can obtain first-hand promotional information, latest news about the alliance and up-to-date route information.

"With the launch of the first LCC alliance in the world, we are entering into a new era of travel that speaks to what travellers really want: flexible and affordable routes that are also safe and secure," said Andrew Cowen, CEO of U-FLY Alliance. "Thanks to the cooperation from the innovative low-fare airlines, we are able to connect travellers from Asia and Greater China to an ever-increasing network of cities."

As part of the U-FLY Alliance roll-out, enhanced reservations and airport procedures to facilitate streamlined transfers by Guests across airlines will be put in place in due course.

To mark the great milestone, the U-FLY Alliance is offering HKD/CNY118 fares on selected routes from all four airlines. The sales period runs from 18 to 21 January\*. This new alliance opens up a world of opportunities for avid travellers, making exotic destinations such as Harbin and Lhasa significantly more accessible than ever before.

There's no need to spend a fortune on airfare thanks to this new LCC network, which enables Guests to hop from one city to the next with convenient connections. As the U-FLY Alliance expands, so will the route map, meaning that there will be an exponential number of destinations to explore.





\* The airfare does not include tax and fuel charges; different travel period and terms & conditions for each airline apply.

**Press images:**



U-FLY Alliance Board Chairman and Directors

Back row: Mr. Cen Jian-jun, President of Urumqi Air (Left); Mr. Ding Yung Zheng, President of Lucky Air (Centre) and Mr. Zhu Tao, President of West Air (Right)

Front row: Mr. Jimmy Ma, President of HK Express (Left) and Mr. Andrew Cowen, CEO of HK Express (Right)



(Third from left to right): Mr. Cen Jian-jun, President of Urumqi Air; Mr. Jimmy Ma, President of HK Express; Mr. Ding Yung Zheng, President of Lucky Air and Mr. Zhu Tao, President of West Air at the launching ceremony of U-FLY Alliance





(Third from left to right): Mr. Andrew Cowen, CEO of HK Express; Mr. Cen Jian-jun, President of Urumqi Air; Mr. Jimmy Ma, President of HK Express; Mr. Ding Yung Zheng, President of Lucky Air and Mr. Zhu Tao, President of West Air made a toast to celebrate the launch of U-FLY Alliance

### **About the U-FLY Alliance**

The U-FLY Alliance comprises a group of strategic Low-Cost Carrier (LCCs) partners that are working together to make travel more affordable and flexible in the region. Strategic airline partners include HK Express (Hong Kong), Lucky Air (Kunming), Urumqi Air (Urumqi) and West Air (Chongqing), connecting travellers with all of their wish list destinations. The U-FLY Alliance concept is all about U, the traveller, ensuring that U are not only able to enjoy affordable and seamless travelling experience, but also have access to harder-to-reach cities and locales through an exponentially expanding route map. The U-FLY Alliance works to the advantage of all types of travellers, from solo passengers to business travellers, families and groups. For more details, please visit [www.uflyalliance.com](http://www.uflyalliance.com).

