



## Immediate Release

### **HK Express Introduces New “Tebasaki” Aircraft Tebasaki is the airline’s sixth aircraft to be named after regional specialty**

**Hong Kong, 8 December 2015** Following the wildly successful series of dim sum-themed aircraft, the low-fare airline HK Express introduces Tebasaki in honor of its popular route to Nagoya.

Sponsored by Central Japan International Airport Promotion Council, the A320 aircraft is named after *tebasaki chicken wings*, an iconic Nagoya treat that’s commonly served in izakayas. The delightfully crispy wings come prepared with an addictive sweet and spicy glaze.

Known for its unique local cuisine, Nagoya is a wonderland that sees a following from both nature and food lovers. Tebasaki chicken wings are a staple snack in the area, and residents of Nagoya love the sweet and spicy sauce so much that they’ve even created treats such as Tebasaki-flavoured ice cream.

With Mayor of Nagoya city, Mr. Takashi Kawamura, Mayor of Nagoya city and Mr. Masanao Tomozoe, CEO of Chubu Centrair International Airport in attendance, HK Express unveiled its latest aircraft name at the airport today. The dedicated low-fare airline has been serving the route to Nagoya for just over one year, having celebrated the anniversary in September. HK Express has announced even more great news: HK Express has bumped its Nagoya route frequency up to 9 weekly flights, just in time for the holiday season.

The decision to launch a new food-inspired aircraft is a result of positive feedback from Guests flying on the line of five dim sum aircraft. “HK Express is a playful and creative brand, which always tries to add personal touches whenever possible”, said Andrew Cowen, CEO of HK Express. “Naming our aircraft after this popular Japanese food is our way of celebrating the culture of Nagoya, one of our most popular winter destinations.”

The food-themed aircraft naming began after the dedicated low-fare airline’s “Name the Plane” competition in 2013, in which HK Express asked Facebook fans to come up with a theme that would capture Hong Kong’s spirit. More than 1,000 Guests participated, but dim sum was the chosen to represent both quintessential Hong Kong culture and the airline’s spirit of community and creativity. The low-fare airline will continue to unveil the name of other aircraft in the near future.



Photo Caption: Andrew, CEO of HK Express, joined hands with Mr. Takashi Kawamura, Mayor of Nagoya city and Mr. Masanao Tomozoe, CEO of Chubu Centrair International Airport to unveil the A320's new name "Tebasaki".

For reservations or information, please visit [www.hkexpress.com](http://www.hkexpress.com), follow us on Facebook fan page: [www.facebook.com/HKExpress](http://www.facebook.com/HKExpress), SinaWeibo: [www.weibo.com/hkexpress](http://www.weibo.com/hkexpress); WeChat: HK Express; Twitter: HKExpress.jp or refer to our Instagram: @HK\_Express.

*HK Express is an IATA Operational Safety Audit (IOSA) registered airline and therefore in compliance with IOSA standards. HK Express is committed to delivering operational safety to its Guests and crews.*

### **About HK Express**

Independent flight statistic monitoring website flightstats.com has already recognized HK Express for its top On-Time-Performance (OTP) rate. The airline has become a leader in the Hong Kong aviation industry by concentrating on low fares, best-in-class on-time performance and safety while revolutionizing air travel throughout the Asia market. The airline also received a "7-star safety rating", the highest ranking possible from airlineratings.com, an independent, industry-respected research group. HK Express flies to 20 of the most popular destinations in Asia, including the newly-launched routes to



Hiroshima in Japan. Besides Yangon (commence 17 February 2016) and Mandalay (commence 21 February 2016) in Myanmar, it is also expected to launch Luang Prabang

in Laos, Guam and Saipan in 2016. With its fast growing fleet and enticing number of destinations, HK Express has flown 3 million Guests – a major achievement that attests to the popularity of the airline.