



## Immediate Release

### HK Express Welcomes First A320neo to Hong Kong The Airline Named the Aircraft “Shark” in Support of Hong Kong Shark Foundation

**Hong Kong, 12 December 2016** HK Express is excited to welcome the first A320neo aircraft to both Hong Kong and the North Asia region. Harnessing the latest in aviation technology, the A320neo features reduced emissions, lower fuel burn, and a quieter engine — it’s the most advanced and efficient single-aisle aircraft in the market.

Marking the industry milestone, the low-fare airline debuted the state-of-the-art aircraft at a celebratory reception today, 12 December 2016. In honour of its new eco-friendly aircraft, HK Express took the opportunity to offer further support to the protection of sharks.

In cooperation with Hong Kong Shark Foundation (HKSF), HK Express named the aircraft “Shark,” accompanied by the tagline “Say No to Shark Fin.” The naming follows an earlier pledge from the low-fare airline to introduce a shark-free cargo flight policy across its operations. Continuing its commitment to the cause, HK Express has pledged to endorse HKSF and collect inflight donations on A320neo on behalf of the NGO between 1 and 31 January 2017.

“HK Express is proud to reinforce our ‘shark-free’ policy and continue to take a stand against shark fin trade and consumption,” said Andrew Cowen, Director and CEO of HK Express. “We believe it’s crucial to do our part to protect the beautiful world we live in.”

“Hong Kong accounts for more than 50% of the global shark fin trade and the shark now facing the threat of extinction,” said Apple Chow, Executive Director of Hong Kong Shark Foundation. “We hope the aircraft ‘shark’ will take more Hong Kong people to join the shark related eco-tourism in order to arouse more interest in this topic. This is also a way to show Hong Kong’s determinations to protect sharks.”

The 18<sup>th</sup> aircraft to join the HK Express fleet, Shark is a state-of-the-art A320neo with revolutionary eco-friendly features. Short for “New Engine Option,” the A320neo boasts low fuel burn, low emissions, quiet engines and a longer flight range.

“We’re very pleased that HK Express continues to expand its fleet with our latest A320neo, which offers unmatched passenger comfort, fuel efficiency and economics,” said Eric Chen, President of Airbus China. “We are confident that this aircraft will complement HK Express’ existing fleet and further their success in the region.”

A key feature of the new A320neo are the 2.4-meter-tall wing tips, dubbed “Sharklets.” The aerodynamic design results in fuel burn savings, better rate-of-climb, greater flight range and

increased payload capability. In addition, the A320neo offers a 50% noise reduction and a double-digit fuel reduction per seat, when compared with the A320ceo.

The introduction of the first A320neo in Hong Kong and across the entire North Asia region puts HK Express at the leading edge of the industry. The low-fare airline expects to welcome the 2<sup>nd</sup> A320neo in the beginning of 2017.

The airline has recently received its first two A321 aircraft and has a further 11 A320neo and 10 A321 on order as well, totalling 50 aircraft by end of 2018.

A320neo Special Features	
<b>Capacity</b>	188
<b>Seat Pitch</b>	28" to 29" Exit row: 33" and 34"
<b>Maximum Cruise Speed</b>	0.82Mach
<b>Overall Length</b>	37.57 Meter (123.27 Ft.)
<b>Cabin Length</b>	27.80 Meter (91.20 Ft.)
<b>Wing Span</b>	35.80 Meter (117.45 Ft.)
<b>Galley and Lavatory</b>	SPACE FLEX
<b>Range</b>	3500NM
<b>Maximum Noise Level</b>	85dB
<b>Engine Type</b>	PW1127G-JM
<b>Sharklets</b>	Yes

Photo caption:



Mr. Andrew Cowen, Director and CEO of HK Express (middle left) received an HK Express ID Card from Mr. Ronan Stewart, Chief Executive, Commercial of Santos Dumont (middle right), signifying the A320neo has officially joined the HK Express fleet.



From left: Cabin crew; Ms. Apple Chow, Executive Director of the Hong Kong Shark Foundation; Mr. Jimmy Ma, Executive Chairman & President of HK Express; Mr. Andrew Cowen, Director and CEO of HK Express; Mr. Ronan Stewart, Chief Executive, Commercial of Santos Dumont; and cabin crew. The name of HK Express' 18th aircraft was revealed to be Shark, signifying the airline's motto to say no to shark fins.

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

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.

## 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, as well as a recognition of one of the world's 10 safest low-fare airlines from airlineratings.com, an independent, industry-respected research group. HK Express flies to 25 of the most popular destinations in Asia. It is expected to launch Guam (15 December 2016) and Saipan (17 January 2017). With its fast growing fleet and enticing number of destinations, HK Express has flown 6 million Guests – a major achievement that attests to the popularity of the airline. HK Express is also one of the founder airlines of the world's first LCC alliance, U-FLY Alliance ([www.uflyalliance.com](http://www.uflyalliance.com)), a partner member of reward-U ([www.reward-u.com](http://www.reward-u.com)) as well as U-FLY Holidays ([www.uflyholidays.com](http://www.uflyholidays.com)).