

For Immediate Release

**HK Express Names its Planes after Dim Sum Dishes**  
**“Name the Plane” Competition Winner Announced**

HONG KONG 2 September, 2013 – For most people in Hong Kong, Dim Sum means eating delicious food and spending time with loved ones, Dim Sum does not mean flying. However, HK Express, Hong Kong’s one-and-only dedicated low-fare airline is set to change that, taking Dim Sum from our plates to our planes by naming their current fleet after different Dim Sum dishes and making weekend breaks with close family and friends as effortless and enjoyable as Yum Cha Sunday sessions.

In their recent “Name the Plane” competition, the first of its kind in Hong Kong, HK Express invited their Facebook fans and followers to get creative and come up with a theme that encapsulated the spirit of Hong Kong and could be applied to every single one of their aircraft. The “Name the Plane” campaign has allowed HK Express to interact with its guests and build the best possible relationship with them. The idea paid off, with over 1,000 participants putting forward their suggestions.

Innumerable ideas were submitted, which ranged from the ingenious to the offbeat, including naming the planes after famous Hong Kong hills like Lion Rock and The Peak, or momentous Hong Kong movies through the ages, with Hong Kong hero Bruce Lee a particularly popular choice. However, only one proposal could win and that was Dim Sum dishes.

Kitty Choy Ka Yee is one of the lucky winners and believes that, “Having Dim Sum and enjoying tea is a unique culture in Hong Kong, and Dim Sum is economically friendly, which matches HK Express’ ethos of ‘low fares and high quality’. Dim Sum planes will give tourists an unforgettable journey and a better understanding of Hong Kong’s rich culture”.

As well as seeing their vision realised on the side of HK Express’ aircraft, the winners also win tickets to the destination of their choice, which include the recently announced routes to Phuket and Chiang Mai in Thailand, Taichung in Taiwan or Tokyo in Japan, as well as Kunming in Mainland China and Kota Kinabalu (Sabah) in Malaysia.



Andrew Cowen, Deputy Chief Executive Officer Designate of HK Express expressed his excitement at the result, saying, “We want to thank everyone for their participation and send our congratulations to the winners, who observed that the essence and culture of Dim Sum perfectly captures the local spirit behind HK Express; we couldn’t have come up with a better idea if we had tried!”

即時發佈

## HK Express「我的名字·您的主意」第一隊由香港人命名的機隊誕生 「點心系列」機隊 10 月出爐 蝦餃燒賣齊高飛

(香港·2013年9月2日) 飲茶文化流傳已久，不單是香港人共聚天倫的指定活動，亦是各地遊客來港的必然之選，一盅兩件盛滿濃濃香港味道，而今後點心亦將肩負另一重任。由香港人揸 fit 話事的 HK Express「我的名字·您的主意」活動結果終於揭盅，備受香港人及各地遊客歡迎的熱辣辣點心將由茶樓飛上高空，成為香港第一個以點心系列命名的機隊。HK Express 預計陸續投入服務的五班「點心」航機會於 10 月新鮮出爐，讓大家乘搭著充滿香港情懷的「點心客機」飛往世界各地。

HK Express 於 8 月中為香港航空界創先河，在 Facebook 專頁舉辦本地首個由香港市民為航機命名的活動「我的名字·您的主意」，招攬各方奇趣主意，希望為機隊加入香港元素，建立屬於香港人的機隊，最終更吸引超過 1,000 人參賽。香港 fans 果然創意十足，建議千奇百趣，鬼馬主意包括：

- 具代表性的香港電影：如英雄本色、花樣年華、家有囍事、依莎貝拉等
- 香港文化代表：如茶餐廳、舊式電車、紅白藍袋、曾灶財、老夫子、尖沙咀鐘樓等
- 港式諺語：如勁、夠薑、玩嘢、屈機等
- 已消失的集體回憶：如皇后碼頭、荔園、九龍城寨等
- 港式地道食物：如飛機欖、雞尾包、菠蘿油、蛋撻仔、雞蛋仔、砵仔糕等

其他熱門還有獅子山精神、國際功夫巨星李小龍、維多利亞港、甚至首富李家誠等，大家都為命名航機活動絞盡腦汁，務求贏取 HK Express 於 10 月首航的機票兩張，坐上自家命名的航班翱翔天際！

飲茶嘆點心是香港的特有文化之一，多位參加者亦提議用點心系列為 HK Express 航機命名，其中 fans Kitty 更加入創意，提出取名「霄」賣、珍珠「機」、馬拉「go」、千層「go」等，把令人垂涎的點心與飛航旅程融為一體，讓來自世界各地的乘客坐上 HK Express 航機都可藉其名字認識香港地道文化。一盅兩件的點心價錢大眾化，充滿香港情懷，這正好切合低成本航空公司 HK Express 價廉物美的宗旨，希望讓每一位香港人都能以負擔得起的價錢衝出香港，乘坐香港人的自家機隊平遊無盡大地。HK Express 暫時已公布的航點包括東京(羽田)、昆明(中國)、亞庇(馬來西亞)、布吉(泰國)、清邁(泰國)及台中(台灣)，並於 10 月正式啟航。

HK Express 副行政總裁 Andrew Cowen 對命名主題結果表示奮鬥：「我們非常感謝各位香港人對 HK Express 第二擊活動『我的名字·您的主意』的踴躍參與。同時，很多謝

Kitty 的獨特建議，她提供『點心系列』的背後精髓正好與 HK Express 的公司理念不謀而合，完全反映出香港本地獨有文化色彩，沒有其他建議比『點心系列』更合適不過。」

—完—