



For Immediate Release

***HK Express Unveils Brand New Logo and Livery  
Announces Seoul as First New Destination of 2014***

**Hong Kong, 21 January, 2014** – HK Express held a press conference today to review HK Express' business performance for 2013 and announce exciting new developments planned for Hong Kong's one-and-only low fare airline, including its brand new logo and livery as well as the first new destination for 2014, Seoul.

“Since going on sale as an LCC last September, we’ve experienced overwhelming demand. The team is thrilled with the excellent sales performance. Almost 200,000 Guests have flown with HK Express already, with Tokyo and Osaka being the most popular destinations. Additionally, HK Express' on time performance (OTP) is the best of all Hong Kong-based airlines, according to official independent statistics,” said Andrew Cowen, Deputy Chief Executive Officer of HK Express, before delivering the business strategy for 2014. “In 2014, we are planning on adding more than 12 new destinations to our network, offering our Guests the opportunity to travel to over 20 destinations across Asia with unbelievably low airfares. To cater for the increase in demand for our service, we’ll also be expanding our current fleet of Airbus A320 aircraft from five to 11 by the end of the year with an aim to recruit over 250 cabin crew and other key operational staff,” said Andrew.

At the press conference, HK Express announced its newest destination, the first of 2014 and one that is sure to prove popular with the people of Hong Kong, Seoul. From Sunday, 30 March HK Express will fly once daily from Hong Kong to Seoul Incheon International Airport, allowing Hong Kong residents to surf the Korean wave at the amazing prices for which HK Express has become known. Seoul has become one of the top destinations for Asian travellers eager to catch a glimpse of their favourite K-POP star, try some authentic Korean barbecue, visit some traditional temples or even indulge in some of Seoul's world-famous shopping.

Another key highlight of the press conference was the announcement of the new livery and brand logo. HK Express might be recognisable by its incredibly low prices, but the familiar red and gold logo is stepping aside to make way for a funkier, fresher brand image that better



matches the airline's new direction. A new logo and livery design were unveiled during the press conference, both of which incorporate elements of Hong Kong's iconic Victoria Harbour immediately associating the airline with the city it's proud to call home. The 'H' and 'K' of HK Express are extended to remind the onlooker of Hong Kong's stunning skyline, which is graphically reinterpreted on the rear and tail of the plane, all in a vibrant violet and red that breathe energy and life into the branding.

Mr. Andrew Cowen, Deputy CEO of HK Express explained, "We are thrilled to be working with LIFT for our brand re-design. With their extensive aircraft interiors experience, they have been able to offer us not just a concept, but a holistic approach to the project. This gives us the confidence the project will be completed on time and on budget. We wanted to establish a new brand for HK Express to reflect and support the amazing transition that HK Express has undergone in the past year, and the fresh, youthful and dynamic sense that the new design inspires, fits perfectly with our ethos as Hong Kong's one-and-only low fare airline. The new logo and livery design will be rolled out across all of our branding towards the end of March. We look forward to the adventure continuing in 2014 and beyond!"

The airline will hold a launch event for the new brand in late March to celebrate the arrival of the first new aircraft to Hong Kong.

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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 only low fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, Tokyo-Haneda and Osaka-Kansai in Japan, and Seoul in Korea (commences from 30 March 2014). For more information, please visit [hkexpress.com](http://hkexpress.com), follow us on Sina Weibo: [weibo.com/hkexpress](http://weibo.com/hkexpress) or refer to our Facebook fan page: [hkexpress.com/facebook](http://hkexpress.com/facebook)

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## HK Express 展示全新品牌標誌及機身設計 2014 年頭炮新航點首爾率先面世

(香港·2014年1月21日) HK Express 今日正式公佈 2014 年重大發展計劃，揭示全新品牌標誌及機身設計，更宣佈增加香港人另一個大熱旅遊點—首爾為 HK Express 新航點，不斷擴張亞洲的航線版圖。

HK Express 副行政總裁 Andrew Cowen 表示：「由去年 9 月正式開售機票至今，香港人對廉價機票的熱烈反應實在令人鼓舞，我們公司上下對於銷售佳績亦感到非常興奮。截至現時為止，已經有近 20 萬旅客乘坐 HK Express，而所有航線當中則以東京及大阪最受旅客歡迎。另外，根據統計顯示，HK Express 更是以香港為基地的航空公司中最準時的一家。」HK Express 於 2013 年成績驕人，Andrew 對 2014 年發展亦躊躇滿志：「於 2014 年，我們計劃開闢 12 個新航點，讓旅客可以以超值票價飛往超過 20 個城市。為提供更完善的服務及滿足旅客日益上升的需求，我們會將空中巴士 A320 機隊由現時 5 架增至 11 架，並會額外增聘 250 位員工。」

近年韓風熾熱，香港人到韓國旅遊人數不斷增加，踏入新一年 HK Express 隨即宣佈令人期待已久的新航點—首爾作為送給旅客 2014 年的頭炮禮物。由 3 月 30 日(星期日)起，HK Express 每日將會有一班由香港往來首爾(仁川)的航班，繼續以相宜機票價錢，乘載更多旅客衝出香港，踏足韓國。首爾是最受亞洲旅客歡迎的旅遊熱點之一，匯聚傳統美味的韓式燒烤及購物熱點外，當中其獨有的 K-pop 文化更席捲全亞洲，備受狂熱追捧。

發佈會中，Andrew 同時亦公佈全新的品牌標誌及機身設計，捨棄原有的紅色金色配搭，以煥然一新的形象配合 HK Express 的新發展方向。全新的品牌標誌及機身設計，注入極具代表性的香港維多利亞港元素，展示 HK Express 以香港為家為榮。而品牌標誌中的「H」及「K」向上延展，與機身的後端至尾部的香港迷人天際線互相呼應，並以充滿生氣的紫色及紅色為主調，為 HK Express 打造活力和年輕的形象。

HK Express 副行政總裁 Andrew Cowen 解釋：「我們很興奮能與 LIFT 合作設計全新品牌形象。憑藉他們於航空業內的豐富經驗，有助整個計劃於預期的時間及預算內完成，而全新品牌形象（品牌標誌及機身設計）將於三月底正式面世。HK Express 於去年成功轉型後，現在是時候換上全新面貌，為香港唯一一間以香港為家的低成本航空公司，帶來一個年輕和充滿活力的新形象。我們期待於 2014 年及以後日子繼續和香港人一起探索更多旅遊驚喜！」HK Express 更將於三月底為全新形象舉行慶祝活動，敬請留意！

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### **有關 HK Express**

HK Express於2013年10月27日啟航，正式成為本地唯一以香港為家的低成本航空公司，現時航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、檳城(馬來西亞)、亞庇(馬來西亞)、東京-羽田(日本)、大阪-關西(日本) 以及首爾(韓國)(將於2014年3月30日正式啟航)。