



For immediate release

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## PRESS RELEASE

### **Malév has placed its sales representation in Germany on a new footing** Service conditions remain unchanged, standards enhanced

**In line with the Hungarian national carrier's foreign commercial strategy, the local representation in one of the airline's vital Western European markets, Germany, has been handled by a general sales agent since 10<sup>th</sup> May. In future, Malév will work with AVIAREPS, the leading multinational aviation and tourism representative for more than 75 airlines worldwide, among them several oneworld member airlines.**

One core element of Malév's commercial strategy is to restructure and rationalise the operation of its foreign local offices and representations as well as to increase their revenues. Prior to making any decisions the Hungarian carrier conducts in-depth market research and monitoring in order to analyse the consequences of closing down a local representation and turning it into a general sales agent. General sales agent operations represent rationalisation, cost-efficiency, increased revenues, professional representation and the highest service level on the market for Malév. The Hungarian carrier has concluded a contract with AVIAREPS, GSA representative for more than 75 airlines, including oneworld member carriers such as American Airlines, LAN Airlines, Royal Jordanian Airlines and Mexicana.

Karim Makhlouf, Malév's CCO, said: *"The successful implementation of Malev's new commercial strategy greatly depends on the cost cutting measures we have launched at Malév. These measures are painful, but we are determined to continue with our cost reduction plans. With this important step on the German market, Malév is optimising its costs in Germany, making our product even more affordable both on the German and Hungarian markets. It also represents significant additional revenue opportunities combining synergies with one of the best established worldwide players with proven high standards of performance such as AVIAREPS."*

Michael Gaebler, CEO and founder of AVIAREPS, adds: *"We are very proud to welcome such a renowned client and oneworld member like Malév aboard. By signing this new contract we are now in a position to demonstrate our local market expertise. Together with our professional and highly skilled team members in Germany we will continue providing all Malév customers with the first-class service they are used to and successfully support its new commercial strategy."*

Customers flying from Germany to Hungary or onward to any Malév destination will hardly notice the changes; they will continue to enjoy the same benefits and services as before. They can continue to make e-ticket bookings via [www.malev.com](http://www.malev.com), contact the telephone customer service centre and arrange matters in person at the AVIAREPS large, state-of-the-art office located in Frankfurt.

Malév operates two flights a day from Budapest to four key destinations in Germany – Frankfurt, Berlin, Hamburg and Stuttgart – and offers smooth connections on its network via





Budapest to South-East Europe and the Middle East. The company ensures a high quality service to business and leisure customers. Malév fares start from EUR 99 for a round trip.

**For further information about Malév, contact:**

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**About AVIAREPS**

Founded in Germany in 1994 with an extensive office network in over 40 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 75 airlines and 85 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also choose from the successful company divisions public relations, advertising, IT solutions, financial services and airport marketing. For further information, please visit [www.aviareps.com](http://www.aviareps.com) or follow the company at twitter [http://twitter.com/Aviareps\\_Group](http://twitter.com/Aviareps_Group)

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