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Arik Air and AVIAREPS announce close cooperation in Europe and Russia

Nine-country contract signed: multinational aviation management expert becomes official General Sales Agent

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AVIAREPS has been appointed by Nigeria's largest commercial airline, Arik Air, as its representative in leading European markets. All future sales, marketing and ticketing activities will be handled by the multinational aviation and tourism management expert from 1st September 2011 onwards. AVIAREPS will act as official General Sales Agent (GSA) in Germany, Austria, Switzerland, France, Spain, Portugal, Scandinavia, Benelux and Russia and will also assume responsibility for BSP handling in these markets. While AVIAREPS is already a reliable partner for Arik Air's business in Canada and the United States, the Nigerian carrier is pursuing its ambitious European expansion with this new appointment.

Arik Air was established in 2006 and started a rapid transformation of the Nigerian aviation sector by operating with a fleet of brand new aircraft and an unrivaled in-flight service. The privately owned airline's first long-haul flight was launched in 2008 to London-Heathrow in a brand new Airbus A340-500. Arik Air currently serves a strong route network from both hubs in Lagos and Abuja. This

includes other long-haul destinations in addition to London-Heathrow, such as New York JFK and Johannesburg. From Nigeria seamless onward flights allow easy access to an extensive domestic and regional route map consisting of 20 destinations within Nigeria and five regional points including, among them Accra (Ghana), Freetown (Sierra Leone), Banjul (Gambia), Dakar (Senegal) and Monrovia (Liberia).

Arik Air operates modern state-of-the-art aircraft, all of them manufactured during the past 10 years. The Nigerian airline is committed to maintaining a safe working and flying environment and to conducting all operations with the highest safety standards. Lufthansa Technik and Iberia are the contracted aircraft maintenance partners in Lagos and New York.

All long-haul flights to and from London are operated with the Airbus A340-500 to ensure the highest operational flexibility. Equipped with 36 Premium Class seats, business travelers in particular enjoy special travel comfort with 'super flat' beds, 17-inch monitors, a new generation of in-built massage system and a lounge area which comprises a bar, sofas and space for socializing.



Photo 1: Arik Air and AVIAREPS step into a close cooperation in Europe and Russia. In nine countries the multinational management expert becomes the official General Sales Agent on behalf of the Nigerian carrier. © Arik Air



Photo 2: The Airbus A340-500 provides business travelers in particular a special travel comfort with a lounge area with a bar, sofas and space for socializing.
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About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 35 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 85 airlines and more than 90 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also avail themselves of services by the company's successful public relations, advertising, IT solutions, financial services and airport marketing divisions. For further information, please visit www.aviareps.com or follow us on twitter at http://twitter.com/Aviareps_Group.

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