



FOR IMMEDIATE RELEASE

PR contact: Susanne von Truetzschler & Kathrin Hamann,
AVIAREPS, Josephspitalstrasse 15, 80331 Munich, GERMANY
E-mail: press@aviareps.com, Phone: +49 (0) 89 – 55 25 33 21



AVIAREPS and Air Namibia demonstrate team spirit and sportsmanship

*Participation in Namibia's famous "Desert Dash" race
340 kilometres through the desert in 24 hours*

13 December 2011

AVIAREPS and Air Namibia are not only linked by a long-lasting and fruitful business relationship, but also by sportsmanship. For the first time, a joint team participates in this year's "Desert Dash" in Namibia. The ambitious goal: Passing the Namib desert by bike in 24 hours.

Every year, the Namib desert in Namibia is the scene of one of the toughest mountainbike races around the globe. Hundreds of bikers were applying for the limited licences of the so called "Desert Dash". For the first time, an official AVIAREPS/Air Namibia Team is participating as well. With Edgar Lacker, Chief Commercial Officer & Executive Vice President Europe of AVIAREPS, and Thomas Drechsler, COO Tourism of AVIAREPS, two board members of AVIAREPS accepted the challenge of the dash. The team is completed by Andreas Maiberger, Sales Manager Germany for Air Namibia, and Andreas Sander. Besides the sports perspective, the race is a charity event and raises money for the project "Children in the Wilderness" (CITW).

Next Friday, December 16th, the starting signal will be given at 3 pm. Departing from Windhoek, the bikers are allowed a time frame of 24 hours to reach the destination in Swakopmund. 340 kilometres have to be passed through the Namib desert and the winner will be selected according to time.

Participants were able to register as individual cyclists, as duos or teams of four in advance. For teams, not only does time count but also teamspirit and persistence are needed to reach the common goal. The first and the last stage of a total of 6 stages need to be cycled jointly.

Air Namibia, long-term client of AVIAREPS, sponsors the ambitious team with flights to Windhoek and free transportation of the sports equipment. AVIAREPS currently represents Namibia's national carrier in 24 markets worldwide, with Germany among them since 1999.

Anyone interested in finding out more about the Desert Dash, the German team, the training or the race itself, should visit the official AVIAREPS blog. All details are shared at: <http://aviareps.blogspot.com>

#

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, airport marketing, and trade & investment promotion divisions. For further information, please visit www.aviareps.com or follow us on twitter at http://twitter.com/Aviareps_Group.

We would kindly appreciate a sample copy of any reprints.

If you do not wish to receive further press releases, please unsubscribe here:
<http://www.aviareps.com/about-aviareps/press-room/press-room/unsubscribe-press-releases.html>