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PR contact: Kathrin Hamann, AVIAREPS, Josephspitalstrasse 15, 80331 Munich, GERMANY

E-mail: [press@aviareps.com](mailto:press@aviareps.com), Phone: +49 (0) 89 – 55 25 33 21

***Fly540 enters into close cooperation with  
AVIAREPS***

*GSA contract for seven territories signed*

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The Kenyan low-cost airline Fly540 wishes to enhance its global presence and for this reason has appointed AVIAREPS as its sales and marketing representative in seven territories. The global airline and tourism management company will be advising the privately-owned carrier on all activities relating to sales, marketing and ticketing. The aim of the new partnership is to make Fly540's brand known in the Benelux countries, Germany, Switzerland, UK, Italy, Russia and South Africa.

Fly540 connects Nairobi, Kenya's capital, with nine domestic destinations and a further ten cities in Africa. The airline currently operates approximately 25 flights per day within its regional network. Fly540's fleet currently comprises of ten aircraft: 1 Beechcraft 1900D (19 passengers), 2 CRJ-100ER (50 passengers), 3 DHC-8-100 (37 passengers), 2 Cessna Caravan (12 passengers), 1 Fokker F28 (68 passengers) and 1 Douglas DC-9. Expansion plans will also see the growing of the fleet in the coming years.

Fly540, established in 2006, is a privately owned aviation company with 49 per cent of the stakes being held by Lonhro Africa, a producer of platinum group metals with two multi-shaft mining operations in the Bushveld Complex

in South Africa, making it the airline's major investor. Fly540 started operations flying a single machine ATR 42 (45 seats), between Nairobi and Mombasa twice daily. The airline's name derives from the return fare per adult on the above mentioned inaugural route.

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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](http://www.aviareps.com) or follow us on twitter at [http://twitter.com/Aviareps\\_Group](http://twitter.com/Aviareps_Group).

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