

PRESS RELEASE



SunExpress

FOR IMMEDIATE RELEASE

Sunexpress extends European partnership with AVIAREPS to Italy

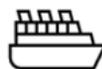
AVIAREPS to serve as General Sales Agent (GSA) in Italy, adding to existing 12 European markets

Milan, Italy (September 5th, 2019) – [AVIAREPS](#), the world’s leading international representation, marketing and communications company for aviation, tourism, hospitality, and food & beverage brands, has been appointed General Sales Agent (GSA) in Italy by the leisure airline [SunExpress](#), a joint venture of Lufthansa and Turkish Airlines. The appointment, which came into effect September 1, 2019, makes AVIAREPS responsible for the airline’s sales promotions, marketing and public relations activities in a total of 13 European markets, including Austria, Belgium, the Czech Republic, Denmark, Finland, France, Luxembourg, the Netherlands, Norway, Russia, Sweden, and the United Kingdom.

The expanded partnership between the airline and AVIAREPS epitomises how airlines can expand their international footprint and performance by utilizing the AVIAREPS international network of offices and sales and marketing experts that are specialized in the promotion of aviation and tourism services.

Peter Glade, Commercial Director, SunExpress said: "We are operating in a very special market. Our customer base is extremely hybrid, but what unites them is their demand for flawless service at the best value. Our experience with AVIAREPS to date has resulted in expanding our partnership with them for additional two markets in Europe in 2019, as they can serve these markets in a very efficient way. We look forward to further increasing our awareness and sales in Italy by offering our customers a comfortable flying experience and a wide range of innovations and digital travel services."

With more than 4,000 employees in Turkey and Germany – and as the largest employer in Antalya – SunExpress is a successful medium-sized airline with a strong track record of innovation and inter-



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cultural bridging. In 2018, SunExpress welcomed almost 10 million passengers aboard and today operates the largest fleet in its history.

[Edgar Lacker](#), Chief Executive Officer, AVIAREPS said: "Our expanded relationship with SunExpress is reflective of the airline's continued push for excellence and our dedication to ensuring sales success. Through the deliverance of results, we look forward to seeing this partnership continue to both deepen and grow well into the future."

For further information about SunExpress visit: www.sunexpress.com

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About SunExpress

As a holiday specialist, SunExpress has been offering non-stop services between Europe and Turkey, as well as to popular holiday destinations on the Mediterranean, the Black Sea, North Africa and the Red Sea coasts for almost 30 years. This year, the joint venture between Lufthansa and Turkish Airlines has been operating the largest fleet in its history, with 84 aircraft serving 90 destinations in 30 countries. In 2018, SunExpress welcomed almost 10 million passengers. The airline, which has received numerous awards for its service, provides customers with a comfortable flying experience at the best value and scores highly with its wide range of innovations and digital travel services. For more information, please visit www.sunexpress.com.

About AVIAREPS

AVIAREPS is the world's leading international representation, marketing and communications company for aviation, tourism, hospitality, and food and beverage brands. Founded in Germany in 1994 with the ambition to help clients to step into global markets, the company's global network of more than 800 experienced professionals now spans 67 owned offices in 48 countries.

The AVIAREPS service portfolio includes extensive expertise in representation and sales, marketing and communications, business development, IT solutions and financial services. In addition to their well-established General Sales Agent (GSA) services and tourism marketing representation, AVIAREPS provides more than 250 clients with support in digital marketing, advertising, public relations, crisis communications, social media management, event coordination, sales, web design and more.

For more information on how AVIAREPS influences where and how travelers choose to spend their time and money, please visit www.aviareps.com. Stay up to date by checking out our [Newsroom](#), or follow us on [Facebook](#), [LinkedIn](#) and [Instagram](#).

For high-resolution images and logos please [contact us](#).

