



DALLAS/FORT WORTH INTERNATIONAL AIRPORT
CORPORATE COMMUNICATIONS
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NEWS

FOR IMMEDIATE RELEASE
April 16, 2015

Viva Aerobus Celebrates Launch of Service from Dallas/Fort Worth International Airport

New international carrier adds more low cost service to Mexico

(DFW AIRPORT, TX – April 16, 2015) – Viva Aerobus, one of Mexico’s leading low-cost carriers, has launched service from Dallas/Fort Worth (DFW) International Airport to Monterrey and Guadalajara. The airline was formally welcomed today to DFW with a water cannon salute known as the Airport’s “shower of affection.” Viva Aerobus launched service on March 28 with three weekly flights to Monterrey and Guadalajara, using Airbus A320 aircraft that seat 180 passengers and Boeing 737 aircraft that seat 148 passengers.

"Viva Aerobus is a welcome addition to DFW Airport with low-cost service and new flight options for travelers to our largest international market, " said John Ackerman, executive vice president of global strategy and development at DFW Airport. "Trade between Mexico and the Dallas-Fort Worth region is growing rapidly, and Viva Aerobus' low fare service provides more choices for business and leisure customers."

"We are thrilled to launch these two new routes, which represent a significant milestone in the development of our network across the United States, and to bring our low-cost travel option, with fares starting at \$80 USD, to Dallas passengers," said Robert Zoller, Viva Aerobus COO. "The Dallas/Fort Worth market is critical for business, and these new services are a direct conduit to open new opportunities for trade and tourism, which represent a huge opportunity for significant economic impact."

Viva Aerobus currently serves 21 destinations in Mexico with hubs in Monterrey and Cancun. The airline flies to three U.S. destinations in addition to DFW Airport. Viva Aerobus started operations from its base in Monterrey, Nuevo Leon in 2006. The carrier is jointly owned by IAMSA, the largest bus operator in Mexico, and the founders of Ryanair, Europe's biggest low-cost air carrier.

Since 2011, DFW has added 29 new international routes, 20 of those to new international destinations. Viva Aerobus is one of nine international carriers to announce or start service at DFW since then, extending the Airport’s recent run of international expansion.

About Dallas/Fort Worth (DFW) International Airport

Operating on a mission to connect the world, Dallas/Fort Worth International Airport (DFW) is the world's third busiest, hosting 1,850 flights a day and serving more than 62 million customers a year. Located halfway between the cities of Dallas and Fort Worth, Texas, DFW Airport provides nonstop service to 149 domestic and 55 international destinations. A major economic driver for the Dallas/Fort Worth region, DFW Airport generates about \$32 billion in economic impact each year. For the latest news, real-time flight information, parking availability, or further details regarding the many services provided at DFW International Airport, visit www.DFWAirport.com or download the Official DFW Airport Mobile App for Apple iOS, Android or Blackberry devices.

(re)defining DFW International Airport

DFW International Airport's \$2.69 billion Terminal Renewal and Improvement Program (TRIP) is (re)defining first class for this global gateway. For the latest details regarding TRIP, log on to www.dfwairport.com/redefine.

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About Viva Aerobus:

Based in Monterrey, NL, Mexico, Viva Aerobus started operations on November 2006 being created with the combined expertise of IAMSA and Irelandia. It operates a 15 Boeing 737-300 and 5 Airbus A320 aircraft fleet in 50 domestic routes and 6 in the United States.

IAMSA is Mexico's leading company of ground transportation services. It operates a fleet of 11 thousand buses in 22 states and transports over 300 million passengers a year, reaching over 70% of the population. It employs over 24 thousand people.

Irelandia, is the investment vehicle of the Ryan family, founders of Ryanair, the largest and most successful low cost airline in Europe. Irelandia is the leader in the development of low cost airlines around the world. It has also invested in other airlines such as Tiger Airways in Singapore, Allegiant in the United States and expanding the Viva brand with Viva Colombia in Colombia.

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