

## **Asiana rolls out first aircraft with new Star Alliance livery**

Seoul, Korea. Star Alliance today rolled out the first new promotional Star Alliance flying billboard aircraft, a Boeing 767-300, in a special ceremony at Incheon International Airport in Seoul, Korea.

With the Star Alliance name painted in bold letters across a white fuselage and the familiar alliance logo covering the full vertical stabilizer, the aircraft will serve as a flying billboard on Asiana's extensive route network.

Each of Star Alliance's existing 14 carriers, plus the three new carriers to be admitted to the alliance this year, Asiana Airlines, LOT Polish Airlines and Spanair of Spain, will paint at least one aircraft with the new livery.

The operating carrier will be identified by its logo located on the forward part of the aircraft fuselage below the Star Alliance name.

Asiana Airlines President Park Chan Bup said the aircraft is the symbol of Asiana Airlines and Star Alliance's fellowship and seamless network. Also it will fly around the world and carry out an important role as a flying billboard.

Star Alliance Chief Executive Officer, Jaan Albrecht said the expansion of the Star Alliance network gave the alliance an opportunity to develop the new promotional livery.

It is a cost efficient, simple solution which embraces the brand values and personality of the alliance, Mr Albrecht said.

Star Alliance is the only airline alliance that consistently displays a promotional aircraft livery. The flying billboards are highly visible at airports and in the air.

The Star Alliance member airlines will implement the new design in a phased approach times with scheduled maintenance, repair or delivery of a new aircraft.

Star Alliance was established in May, 1997 as the first truly global airline alliance to provide customers with the benefits of global reach and a smooth travel experience. The member airlines are Air Canada, Air New Zealand, ANA All Nippon Airways, Austrian Airlines, bmi, Lauda Air, Lufthansa German Airlines, Mexicana Airlines, SAS Scandinavian Airlines, Singapore Airlines, Thai Airways International, Tyrolean Airways, United Airlines and VARIG Brazilian Airlines.

Video and still pictures of the new aircraft are available at <http://www.thenewsmarket.com> Registration is free.

