

PRESS RELEASE

Gothenburg, September 23, 2008

Att: News director/economy and travel editorial staff

## **City Airline continues to expand - opens new destination**

# **Nice is first in line when City Airline aims for leisure travellers**

City Airline, based in Gothenburg and flying non-stop from Landvetter Airport to nine cities in Europe, now continues its expansion and opens a direct flight from Gothenburg to Nice.

– While many airlines put the brake on, not least in Gothenburg, we see the opportunities to take market shares and we will instead aim for leisure travellers as well, says Jimmie Bergqvist, General Manager of City Airline.

After a number of successful years with a focus on business trips, City Airline now feels solid enough to aim for the private market. The first of the new destinations is Nice. City Airline will fly three times a week from Gothenburg to Nice and the première flight takes off on March 12, 2009.

– Nice is a popular destination and is often regarded the most significant genuine destination for Swedish leisure travellers. More than 40 000 passengers fly annually to the French Riviera. This is why we now choose to open a route to Nice, aimed directly at the private market. And as far as I know, we are the only ones flying non-stop from Gothenburg next spring. Several attractive destinations will be current during 2009, says Jimmie Bergqvist.



In such a turbulent industry as this, where many airlines either put the brake on or shut down, opportunities will open to those who have the space to venture.

Since its opening in 2000, City Airline has endeavoured to become a solid airline with destinations such as Lyon, Manchester, Birmingham and Zürich, all with a direction towards business travellers. This basis now provides an opportunity to increase the airline's network and enter the private market.

Being an active operator on the business market of the west coast of Sweden, City Airline has been able to have a close dialogue with the trade and industry and been able to choose destinations on the basis of the needs of the market. This work will continue and become even more solid now that City Airline aims for private travellers.

– For many years now we have seen how important it is to offer non-stop flights to and from Gothenburg to cities in which western Swedish companies have interests. Our region need solid and long-term airlines and City Airline has seen the benefit of transporting business travellers to these destinations. When they now aim for the private market as well, we naturally welcome this, says Claes Bjerkne, General Manager of Göteborg & Co.

### **For more information:**

Jimmie Bergqvist, GM City Airline, +46 31- 60 03 86 alt. [www.cityairline.com](http://www.cityairline.com)

Pictures for free publicing, Louise Arvidsson, +46 31- 721 95 34

City Airline today flies business as well as private travellers non-stop from Landvetter Airport, Gothenburg, to Manchester, Birmingham, Lyon, Prague, Zürich, Tallinn, Luleå, Åre/Östersund and Visby. By controlled growth, the company's objective is to provide west Sweden's market with direct flights from Landvetter Airport. City Airline was established in 2000 and is owned by Investment AB Janus, seated in Gothenburg. The airplane fleet consists of five modern jetplanes. In addition, City Airline is a member of SAS Eurobonus program, meaning that all passengers receive SAS EuroBonus points on all flights except domestic.