

Press Release



FOR IMMEDIATE RELEASE

AirAsia X touches down in Adelaide, Australia

Celebrates with fares from as low as AUD199 one way from Adelaide to Kuala Lumpur

ADELAIDE, 31 October 2013 – AIRASIA X BERHAD, the long-haul, low fare affiliate of the AirAsia Group touched down in Adelaide today marking the start of more affordable international travel for South Australians and greater connectivity for Asians to fly between Kuala Lumpur, Malaysia and Adelaide, Australia.

AirAsia X will fly four times weekly from its hub in Kuala Lumpur to Adelaide International Airport, providing affordable travel for guests from the AirAsia group network to connect to the capital city of South Australia.

The route is the only direct low cost service between Malaysia and Adelaide, and will be operated by the Airbus A330-300 aircraft with a seating capacity of 377.

Tan Sri Rafidah Aziz, Chairman of AirAsia X, Azran Osman-Rani, CEO of AirAsia X, Dato Fam Lee Ee, Director of AirAsia X along with media delegates and passengers touched down Adelaide International Airport at 09:45 this morning.

The inaugural flight was welcomed with a traditional water canon salute by the airport's fire crew as it taxied to its bay.

To celebrate the commencement of the new route, AirAsia X is offering fares from Adelaide to Kuala Lumpur from as low as **AUD199*** one way on Economy and from as low as **AUD869*** one way on Premium. Promotional fares are available for bookings online **between now and 10 November, 2013** for immediate travel between **30 October 2013 and 5 August 2014**.

Azran Osman-Rani, CEO of AirAsia X said, "We are thrilled to finally touchdown into Adelaide as it would mean that now guests from the South East Asia region across the AirAsia Group network and beyond can fly to Adelaide. Similarly, the South Australians may now have direct access to our Kuala Lumpur hub and connect to other exciting destinations served by the AirAsia Group. This would indeed boost tourism traffic for both sectors."

"AirAsia X will offer more competitive fares and choices to our guests. Australia is a huge part of our core focus, and Australians can expect to see us expand our operations further in this vitally important market in the future," said Azran.

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South Australians will be able to fly to a host of destinations from Kuala Lumpur using AirAsia's Fly-Thru service, which allows guests to easily connect between two different flights via the Kuala Lumpur Low Cost Carrier Terminal without having to worry about checking in twice.

Fly-Thru routes available from Adelaide are: **Chengdu** in China; **Bali, Jakarta, Medan, Bandung** and **Surabaya** in Indonesia; **Osaka** in Japan; **Kota Kinabalu, Kuching, Langkawi** and **Penang** in Malaysia; **Singapore; Seoul** and **Busan** in South Korea; **Taipei** in Taiwan; **Bangkok** and **Phuket** in Thailand; and **Ho Chi Minh** in Vietnam.

Azran concluded, "We are pleased with the encouraging response for the Adelaide service. Our inaugural flight today recorded over 80% passenger load and we believe that this route will be as successful as our other Australian routes in the long run especially with more affordable fly thru connections available."

Together with the AirAsia Group, AirAsia X has established itself as a market leader and innovator in travel and technology, offering not just flights but a comprehensive travel experience with the introduction of mobile apps, interactive travel guides of the countries and destinations that the airline flies to, self-check-in options and more.

AirAsia X was the first long-haul, low fare carrier to introduce Premium Flatbed seats, which have standard business class specifications of 20" width, 60" pitch and stretch out to 77" in full recline position.

The Premium flatbeds feature universal power sockets, adjustable headrests and built-in personal utilities such as tray table, drink holder, reading light and privacy screen. Premium seat guests also enjoy premium complimentary products and services including **Pick A Seat, Priority Check-in, Priority Boarding, Priority Baggage, 25kg Baggage Allowance, Complimentary Meal and Pillow & Duvet.**

AirAsia X's most recent innovation has been the Quiet Zone between rows 7 to 14, directly behind premium class, which is reserved for guests aged 12 and above on AirAsia X long-haul flights.

AirAsia also recently expanded its Red Carpet service which includes fast track immigration, security clearance and priority boarding for guests departing Kuala Lumpur to long-haul destinations, and introduced the Empty Seat Option, which lets travellers stretch out by securing empty seats next to their seat at a nominal price.

For bookings or further information visit www.airasia.com. Flights and fares are subject to availability.