



## PRESS RELEASE

**Release Number:** 2011-0101  
**Date:** Tuesday 11 October 2011

**For:** Immediate Release  
**From:** la Seu d'Urgell, Catalonia, Spain

**Contact:** Chris Warrington  
**Tel/Mob:** +49 1705 888 225  
**e-mail:** chriswarrington@routenetwork.com

---

### HEADLINE

**NEW REGIONAL AIRLINE FOR THE PYRENEES**

### SUB-HEADLINE

**THIS AIRLINE WILL BE BASED AT AEROPORT PIRINEUS-LA SEU D'URGELL FROM NOVEMBER 2012 WITH THE "NEWEST" AND "GREENEST" REGIONAL AIRCRAFT CURRENTLY AVAILABLE**

### NAME AND LOGO



### STATEMENT

**routenetwork** is pleased to announce that **PYRENEES Air Lines** will be established as a brand new regional passenger and cargo airline that shall have its homebase at **Aeroport PIRINEUS-la Seu d'Urgell** in Catalonia, Spain and very close to Andorra, that will be launched as soon as is possible.

**routenetwork** is a British based company, who are the promoters of **PYRENEES Air Lines**, which will be incorporated together with local investors as a Catalan based commercial airline company.

**routenetwork** has an agreed and signed "Memorandum of Understanding" document in place with Aeroports de Catalunya for **routenetwork** in conjunction with its local partners to create and establish **PYRENEES Air Lines** and is honoured to be working closely with Aeroports de Catalunya, Turisme de Catalunya and Generalitat de Catalunya (the Government of Catalonia) as well as Turisme Andorra and Govern d'Andorra (Government of Andorra) also.

### The New AIRLINE

**PYRENEES Air Lines** will be professionally managed by a very dedicated and experienced team of aviation experts, all specialised in various aspects of airline planning, management, operations, engineering and maintenance, sales and marketing, training and more.

As a proud regional airline **PYRENEES Air Lines** will specifically tailor its operations to meet the needs and requirements for the high quality tourism and business sectors in the Pyrenees Regions of Catalonia and of Andorra. Looking to meet the future objectives for Generalitat de Catalunya (the Government of Catalonia) and Govern d'Andorra (the Government of Andorra) where possibly.

A variety of potential destinations have already been identified for consideration into the **PYRENEES Air Lines** passenger and cargo route networks possibly including but not necessarily limited to;

## Potential Domestic/National Routes

Barcelona  
 Donostia-San Sebastian  
 Eivissa-Ibiza  
 Madrid  
 Malaga  
 Mahon-Menorca  
 Murcia  
 Palma de Mallorca  
 Santander  
 Santiago de Compostela  
 Seville  
 Valencia

## Potential Regional/International Routes

Amsterdam  
 Bordeaux  
 Brussels  
 Frankfurt  
 Geneva  
 Lisbon  
 London  
 Lyons  
 Milan  
 Nice  
 Paris  
 Zurich



## The New AIRCRAFT

After extensive research, the team at **routenetwork** have identified that the brand new **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft** is the ideal environmentally friendly, fuel efficient and the quietest aircraft of its type, best suited for the proposed **PYRENEES Air Lines** operations at **Aeroport PIRINEUS-la Seu d'Urgell**.

**PYRENEES Air Lines** selection criteria focused primarily on safety, passenger comfort, economy, and reliability, amongst the many items of detailed consideration.

There are today approximately 900 **Avions de Transport Regional ATR 42 and (the larger) ATR 72 turbo-propeller aircraft** in service around the world. Since their introduction in 1985 both of these aircraft types have enjoyed an excellent reputation.

The **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft** is a further development of this aircraft family and encompasses the latest technological enhancements whilst building upon the proven **Avions de Transport Regional ATR 42-500 series turbo-propeller aircraft** airframe and retaining its low fuel burn and reduced operating costs.





The **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft** features the Pratt and Whitney PW127M engine with increased power delivering improved performance for 'hot climate' and 'high altitude' conditions while using latest quiet propulsion technology.

The **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft** offers;

- Outstanding performance at take-off on shorter runways
- Increased payload
- Reduced maintenance costs
- Redesigned passenger cabin
- Latest avionics technology

In addition, the **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft** is **environmentally** and **economically** friendly with;

- Low emissions
- Low fuel burn
- Low airfield noise

With comfort and safety being a high priority for all **PYRENEES Air Lines** passengers, **Avions de Transport Regional (ATR)** and **GIUGIARO DESIGN** have worked very closely together to create an ultra modern, appealing and comfortable passenger cabin which they have named 'Armonia'.

In setting high standards of comfort, the **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft** benefits from the exclusive "Armonia" designs with the widest floor and the widest aisle in the turbo-propeller aircraft market, thus providing maximum passenger space with more (hand and checked) baggage room and generating a feeling of comfort as well as safety.

The exclusive "Armonia" business class cabin on each of these **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft**, will have wider (by just over 5 centimetres) and a 90 centimetres (35 inch) pitch seating, with a 10 centimetre (4 inch) recline function for 9 passengers on regional/international services and 6 passengers on domestic/regional services, in a 3-abreast (2 by 1) configuration.

The exclusive "Armonia" economy class cabin on each of these **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft**, will have a 78 centimetres (30 inch) pitch seating with a 10 centimetre (4 inch) recline function for 30 passengers on regional/international routes and 34 passengers on domestic/national services, in a 4-abreast (2 by 2) configuration.

Due to a large number of prior orders for the **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft** initial deliveries to **PYRENEES Air lines** may have to be delayed. If so, **PYRENEES Air lines** will commence operations with the **Avions de Transport Regional ATR 42-500 series turbo-propeller aircraft** for a short period of time.

The prototype of the **Avions de Transport Regional ATR 72-600 series turbo-propeller aircraft** carried out a demonstration test flight at **Aeroport PIRINEUS-la Seu d'Urgell** today.

Proving the worldwide popularity of the **Avions de Transport Regional ATR 42-600 series turbo-propeller aircraft**, this European regional turboprop manufacturer has booked firm orders for 145 plus 72 options for **Avions de Transport Regional ATR 42-600 series** and **ATR 72-600 series turbo-propeller aircraft** since the beginning of 2011.



**PYRENEES Air Lines** is very proud to be supporting a European wide industry.

## **The REGION**

### **Providing Local Employment**

**PYRENEES Air Lines** will require the direct employment of a significant number of local people to cover various positions. It is a known fact that for every 100 jobs taken in the aviation industry another 600 jobs are generated locally in the tourism, leisure and hospitality fields in the regions that are surrounding the homebase airport.

**PYRENEES Air Lines** will carry over 80,000 passengers in the first year of operations and according to international airport studies, for every 500,000 passengers carried by an airline, there are 1,000 jobs that are indirectly created in the areas that are surrounding the homebase airport. Therefore it will follow that about **190 new jobs will be created around Aeroport PIRINEUS-la Seu d'Urgell**.

### **Boosting Local Economy**

Assuming that on average each domestic/national visitor to the region spends EUR € 500 during their stay over an average of 5 days and that each regional/international visitor to the region spends EUR € 1,000- during their stay over an average of 7 days. The total projected inbound passengers per annum will provide for a significant increase in employment and approximately **EUR € 56.8 million will be added to the local economy**.

This figure will increase by 50% as **PYRENEES Air Lines** expands its operations and aircraft fleet to 6 aircraft within 2 years and by 100% as **PYRENEES Air Lines** expands its operations and aircraft fleet to 8 aircraft within 4 years of commencing commercial scheduled passenger operations.

## **NOTES**

**ROUTENETWORK** is a Limited Liability Partnership (LLP) based in London, England and was launched with partners, associates and consultants. Who, all combined have comprehensive experience and specialised knowledge of working within both the aviation and tourism industries. Offering the breadth of skills, extensive local knowledge and with "grass roots" experience, not usually found in just one company.

**ROUTENETWORK** has an infrastructure in place that offers a wide variety of professional solutions and marketing services. This is available to all companies and organisations working in the aviation, travel and tourism industries and leisure orientated markets, wherever they may be based worldwide.

**ROUTENETWORK** was formed specifically to assist and guide the ever growing list of aviation and tourism related entities which need to enhance their operations and services. Giving them the ease, freedom and ability to take advantage of any given opportunity that can guide the operation from its present position, to where it wants to be in the future.

## **INFORMATION AND CONTACT**

If you would like further information about this topic or would like to schedule an interview with one of the lead partners within **ROUTENETWORK**, then please e-mail: [info@routenetwork.com](mailto:info@routenetwork.com)

## **THANK YOU**