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Farewell SN Brussels, welcome Brussels Airlines



March 25th saw the launch of Europe's newest airline as Brussels Airlines was formed from the merger of AEA member SN Brussels and Virgin Express..

SN Brussels was, of course, the successor to Sabena, one of AEA's founding members, and has built a strong brand in the Brussels business markets in just five years of operation. Virgin Express has been a successful operator of 'no-frills' services from Brussels, mainly to Southern European leisure destinations. The merged airline has evolved a clear strategy of maintaining these differentiated products across the network, with a simple fare structure.

The airline has a fleet of 45 short-haul jets as well as four Airbus 330s, which are used on services to Africa, an area in which the Brussels hub has traditionally had a strong market presence.

AEA, which has always worked closely with its 'local' carrier, looks forward to maintaining this special relationship with Brussels Airlines and its recently-appointed CEO Philippe Vander Putten.

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Brussels, 26 March 2007