



AirAsia is World's Best Low Cost Airline for 6 years straight!

18.9 million customer surveys also crowned AirAsia as the 'Best in Asia' for the sixth time

LONDON, 15 July 2014 – AirAsia is once again named the **'World's Best Low Cost Airline'** at the 2014 World Airline Awards today, bringing the tally to six consecutive wins of the coveted award by the airline.

AirAsia also won 'Asia's Best Low Cost Airline' award for the sixth consecutive year. The Skytrax World Airline Awards is the global benchmark of airline excellence and one of the most prestigious accolades for the airline industry. This annual global survey is conducted over a 10-month period, covering over 245 airlines from the largest international airlines to smaller domestic carriers. A total of 18.9 million customer surveys were completed, measuring standards across 41 key performance indicators of an airline's front-line product and services.

AirAsia Group CEO Tan Sri Tony Fernandes said, "It all started with a dream 12 years ago. From two aging aircraft and just six routes back in 2002, we have grown to operate a proud fleet of over 160 aircraft, 95 destinations and carried over 250 million guests. It is a great honour to be acknowledged as the World's Best Low Cost Airline for six consecutive years and for that, I thank our guests, whose valuable criticisms and feedback made us an outstanding airline today and my incredible team of Allstars who work hard every day to deliver only the best.

"In aviation, the one thing that remains constant is change and innovation. However, such strategies are only successful if they are supported by partners such as airport authorities. We invite them to work as a team and help us to continue to be the world's best."

"This year, we are proud to announce a comeback in the low cost carrier market in Japan, with new partners and investors. We shall re-emerge with a greater strategy and business plan in our quest to revolutionize Japan's LCC segment. We are also ecstatic with the grand launch of AirAsia India, our latest affiliate committed to innovatively tap into India's underserved aviation market and becoming the obvious choice for low cost travel in India, via lowest fares and unparalleled service and product options."

AirAsia was established in December 2001, with a mission to democratize air travel in the region and has been operationally profitable from day one of its launch as a low-cost carrier. As a pioneer in the low-cost carrier industry in Asia, AirAsia has set travel trends with many others following in its trail throughout the region. Besides Malaysia, the AirAsia Group also has affiliates in Indonesia, Thailand, the Philippines, India and making a comeback in Japan.

Throughout its existence, AirAsia has established itself as a market leader and innovator in travel and technology, offering not just flights but a wholesome travel experience with the introduction of mobile apps, interactive travel guides, self-check-in options and more.

All airline affiliates in the AirAsia Group operate one of the youngest fleet of Airbus A320 in the world, with an average age of only 3 years group wide; with firm orders of 475 Airbus A320 aircraft and deliveries up till 2026. Apart from a modern fleet, AirAsia offers consumer-friendly products and services complemented with everyday low fares, extensive route network and unmatched flight



frequencies; along with convenient booking and payment channels and value added services such as hot meals, seat allocations and baggage allowances.

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About the AirAsia Group

AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with 88 destinations. Within 12 years of operations, AirAsia has carried over 220 million guests and grown its fleet from just two aircraft to over 150. The airline today is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand, the Philippines and India servicing a network stretching across all Asean countries as well as China, India and Australia. AirAsia was named the World's Best Low Cost Airline in the annual World Airline Survey by Skytrax for six consecutive years from 2009 – 2014 and the 'World's Leading Low Cost Airline' at the 2013 World Travel Awards.

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