

## Volaris Announces the Launch of New Guadalajara - San Antonio Flight

Written by Australian Business

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MEXICO CITY, Oct. 28, 2013 /PRNewswire/ -- Volaris, the airline offering the most attractive fares and promotions in Mexico, announced today the launch of new international service between the cities of Guadalajara, Jalisco, and San Antonio, Texas. Flights will start on December 14.

San Antonio becomes the 27<sup>th</sup> destination operated by Volaris from Guadalajara and the 12<sup>th</sup> city to be serviced in the U.S., strengthening the carrier's commitment to air connectivity and promoting binational cultural, economic, and commercial exchange. In addition, the new service marks Volaris' incursion into the Texas market, extending its reach within the US.

The new service is part of Volaris' new "Volaris always with you and your budget" (Volaris Siempre Contigo y tu Bolsillo) initiative, which provides travelers with the lowest available fares in the market and includes 25 kg of checked-in luggage. Flights are available for booking at "fares that make you travel", with advance purchase options, as well as the innovative "*Tu decides*" approach, whereby customers purchase optional products and services they need for their travel, customizing every trip to their needs.

Volaris CEO, Enrique Beltranena, addressed the importance of the market segment targeted by the new flight. "The segment of travelers visiting friends and family between the US and Mexico is the largest of its kind in the world, it is essential to satisfy the demand for this much needed service on both sides of the border, offering flights at outstanding fares and with high services standards."

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Beltranena said that for this reason, the Guadalajara - San Antonio service is of utmost interest to the Guadalajara market, given that Volaris is the only carrier servicing this route. "We seek to consolidate our presence in Guadalajara by extending our destination offering from this city, so our customers no longer have to consider ground transportation options to travel to cities such as San Antonio. Volaris' fares will make them travel," he said.

Currently, Volaris is the leading airline in Guadalajara with over 40 daily departures. According to the 2011 U.S. Census Bureau, San Antonio, Texas, is the seventh most populated city in the United States with 2.1 million inhabitants, of which 55% are of Mexican origin.

Customers interested in booking travel for the new service, may do so on the following schedule:

### ***Guadalajara, Jalisco - San Antonio, Texas (As of December 14) - Tuesdays and Saturdays***

- Departing Guadalajara at 11:40 hrs., arriving San Antonio at 13:30 hrs
- Departing San Antonio at 14:45 hrs., arriving Guadalajara at 16:45 hrs

Booking is available through the different Volaris sales channels including online at [www.volaris.com](http://www.volaris.com), our Call Center in Mexico at 01-800-122-8000 or 1-866-988-3527 from the United States or through any of our authorized travel agencies.

**About Volaris** *Volaris (BMV: VOLAR and NYSE: [VLRS](#)) is an ultra low cost airline based in Mexico. With a highly efficient business model based on providing ultra low cost travel and highly efficient operations to offer competitive pricing and drive demand, Volaris aims to provide outstanding levels of high quality services. Volaris targets travelers who seek competitive prices and who travel for leisure or business purposes, or to visit family and friends in Mexico and specific US destinations. The carrier's pricing strategy, based on providing a complete offering of ancillary services, enables Volaris to offer ultra low fares and travelers to choose and specifically pay for a wide range of optional services. Volaris' mission is to provide passengers with the highest standards of quality customer service at an affordable price.*

*Since beginning their operations in March 2006, Volaris has increased its routes from an initial 5 to a current 95 and its fleet from 4 to 44 aircraft. Volaris currently operates over 200 daily flight segments on routes connecting 33 cities in Mexico and 11 cities in the United States with Mexico's most modern airplane fleet. Among other recognitions, Volaris has received the prestigious ESR Award for Social Corporate Responsibility for three consecutive years. For more information, please visit: [www.volaris.com](http://www.volaris.com)*

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