



CITYJET INTRODUCES A NEW BRAND, NEW AIRCRAFT COMING

News / Airlines



[CityJet](#) (Dublin) on September 4 introduced a new look for the airline on the pictured BAe (Avro) RJ85 EI-RJT (msn E2366). The company is also looking at replacement aircraft that would be capable of flying into London's City Airport (LCY). Competition is probably between Embraer and Bombardier. Bombardier is working on the certification for its new CS100 at LCY. The company issued this statement:

CityJet, the Irish European regional airline, on September 4 unveiled its new brand and earmarked plans for future expansion, investment and job creation.

The Minister for Transport, Tourism and Sport, Paschal Donohoe TD, officially unveiled the airline's new brand at an event in CityJet's Dublin Airport hangar.

Since becoming independent of Air France ownership in 2014, CityJet has developed significantly

in the market and now employs almost 500 staff, with over 300 based at its headquarters in Swords, Co. Dublin, and additional crew bases in London and Paris. The new branding represents a further step forward as an independent airline and comes at an exciting time of change for CityJet.

CityJet Executive Chairman Pat Byrne announced that the airline will open a new call center in Dublin with effect from March next year, initially creating 15 jobs, while in the past three months it has hired almost 60 additional staff, including 24 new pilots and 30 cabin crew and four executive officers.

Mr Byrne said: "This is a new look for a new era as we continue to grow our passenger numbers and invest in our staff and fleet. Today is a special day as we bring CityJet forward with a new dynamic branding, which I would refer to as inside-out branding as it based hugely on what our staff across the airline determined it should be."

"We are also at an advanced stage in investment in our fleet and hope to be in a position to make an announcement in the coming weeks. We expect to create further employment opportunities in the air and on the ground across our network. The opening of our new call centre in Swords will provide our customers with an enhanced service offering. We are also concurrently investing in developing our technology and customer loyalty services to ensure CityJet continues to provide excellent facilities to all customers.

The Executive Chairman said: "We will carry over two million passengers this year on our own scheduled services network, on our wet lease program for Air France and on our charter services. We are seeing continual growth across our network as awareness of CityJet increases. CityJet is a pan-European airline, with over 70% of our passengers travelling between London and mainland Europe. Our flagship Dublin to London City route has seen a 40% growth in the last six months whilst advance bookings for our new Cork to London City service, which commences on October 1, are strong. We look forward to introducing CityJet – and the ease of travel through London City Airport – to business and leisure passengers in Munster in a few weeks time."

06 SEPTEMBER 2015

SOURCE: WORLDAIRLINESNEWS

ARTICLE LINK:

<https://50skyshades.com/index.php/news/airlines/cityjet-introduces-a-new-brand-new-aircraft-coming>