



IBERIA GROUP TO LAUNCH BIRMINGHAM-MADRID ROUTE

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The **Iberia Group** will launch a new **Birmingham- Madrid** service on 27 March 2016. The low-cost carrier Iberia Express will operate the return flights on Mondays, Wednesdays, Fridays and Sundays.

Madrid is a major destination for business travellers and tourists alike. Famous for its art museums as well as its football teams, Madrid is also a shopper's paradise, boasting both name-brand shops and independent establishments offering the highest quality for affordable prices. Another attraction is the variety and quality of the city's many restaurants.

The Birmingham flights are scheduled to offer the best connections in Madrid to another 34 Iberia Group destinations, such as Alicante, Bilbao, Gran Canaria, Jerez, Malaga, Majorca and Tenerife in Spain; Lisbon and Oporto in Portugal; Luanda, Malabo, Lagos and Dakar in Africa; Tel Aviv; and Buenos Aires, Havana, Mexico City, Montevideo, Santiago de Chile, and São Paulo in Latin America.

Silvia Mosquera, Commercial director of Iberia Express, said “This new route strengthens our capacity in the United Kingdom, the country where we offer the largest number of flights and from which we bring many tourists to Spain. Our flights will expand connection options for people in Birmingham, Britain’s second-largest city, and the West Midlands, where the Iberia Group will be operating for the first time.”

According to Paul Kehoe, Chief Executive at Birmingham Airport, “The West Midlands is a thriving business region which needs greater global connectivity to grow trade and open up new business opportunities. Iberia can offer this through its strong network from Madrid to many of the world’s emerging markets and we are delighted that the airline has chosen Birmingham as its new UK airport, recognising our strong catchment and extensive business and leisure market in our region.”

La Habana 3The Iberia Group currently operates 180 flights per week from London’s Heathrow, Gatwick and Luton airports, and also from Edinburgh and Manchester, to Madrid, Gran Canaria, Majorca, Tenerife and Vigo. All Iberia Group flights to and from the UK carry British Airways codes, and members of BA’s Executive Club can earn and redeem Avios when they fly with Iberia.

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