



## HAPPY 25TH ANNIVERSARY AIRBALTIC!

News / Airlines



In October 2020, Latvian airline airBaltic marks the 25th anniversary of the company. Considering the experience gained over the years and current situation, airBaltic honours this milestone by introducing revised company vision, mission and core values which were found in a survey among customers, colleagues, opinion leaders and partners. Martin Gauss, Chief Executive Officer of airBaltic: “Even in times like these it is important to reflect on our work over the years and see how we have developed. That is the reason why we are now introducing revised mission, values and vision with strong commitment for the future. We are thankful to our employees, passengers and partners for being with us together on this journey for 25 years.”

“We are here to stay in order to fulfil our mission to ensure essential connectivity between the Baltic states and the world with a significant economic contribution. In addition, our revised vision sees airBaltic becoming a sustainable carrier in the EU aviation market, while maintaining a continuous growth path and innovative improvement of passenger experience, catalysing Baltic states development as the Europe’s business centre and travel hub,” adds Martin Gauss.

**The revised three core values of airBaltic are:**

**We deliver** – we are strongly committed to deliver top-notch quality in all areas of our operations. We make sure that travel is safe, punctual and smooth for our customers. We are a reliable partner for everyone we cooperate with. By connecting people and places we bring benefit to the whole society.

**We care** – we love what we do and our passion for aviation inspires others. We build long-lasting relationships with our passengers, anticipating their needs and offering the best service possible. Sustainability is at the core of all the ways we work – how we do business, how we interact with people, how we care about environment, introducing green practices wherever we can.

**We grow** – we see challenges as opportunities to develop. We innovate, improve and move forward in order to be ahead of the industry. We are a team of the best professionals in the field who are persistently working to stay on top. We believe in the balance of thinking fast and smart – true leaders are flexible visionaries and take clear decisions to adapt to change and create a better future.

October is the anniversary month the Latvian airline airBaltic as on October 1, 1995 the airline launched commercial operations and had first flight from Riga to Stockholm with the aircraft SAAB 340.



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