

Singapore, 13 February 2012

## **ATR's advertising campaign wins silver at the Air Transport World Ad Awards**

**ATR's "Propelling tomorrow's world" global advertising campaign, has been honored with the Silver Award at the Airframes category of the Air Transport World's Annual Ad Awards, held today in Singapore.**

Launched in 2010, this global ATR advertising campaign was developed with France-based Nouveau Monde DDB Toulouse, an affiliate brand of world's famous advertising agency DDB. It was declined into five different artworks, underlining ATR aircraft as the right combination of most advanced technologies and highest levels of comfort, fuel-efficiency, flexibility and environmental friendliness. As the core message of the campaign, the combination of all these advantages particularly enables ATR to be in an optimal position to propel the world of tomorrow.

The awarded artwork is particularly focused on the green credentials of the ATRs, a subject becoming increasingly important both for airlines and passengers. The artwork, which shows an ATR flying over a vast forest, highlights the very low fuel consumption of the ATRs, up to 40% lower than other aircraft types, as well as their lowest greenhouse emissions. The artwork combines these green credentials with additional messages on the unique commonality and the most cost-efficient technologies of the ATRs.

"We are delighted of being granted with such a prestigious award and to see that our environmental message is more and more integrated by an aviation community fully concerned by the sustainable development" commented Filippo Bagnato, Chief Executive Officer of ATR. "Air Transport World is among the most respected aviation industry magazines. We are pleased that besides the many advantages of our aircraft, ATR is also recognized by the quality of our advertising campaigns and our ability to communicate our message to the marketplace".

The annual ATW Ad Awards recognize excellence in advertising and are distributed to winner of different categories, each representing an aviation activity. Judging was carried by Signet Research, a US-based leading provider of Ad Measurement, Editorial Readership and Audience profile Studies. It involved more than 1,400 judges throughout the world.

### **About ATR:**

Founded in 1981, ATR has become the world leader on the market for regional aircraft with 90 seats or less. Since its creation, ATR has sold approximately 1,200 aircraft to over 186 operators based in 90 countries. ATR planes have totaled over 21 million flight hours. ATR is an equal partnership between two major European aeronautics players, Alenia Aermacchi (a Finmeccanica Group company) and EADS. Its head office is in Toulouse (France). ATR is

ISO 14001-certified, the international reference standard in the field for environmental friendliness.

For additional information, log on to [www.atraircraft.com](http://www.atraircraft.com).

**ATR Press Contact**

David Vargas

Tel.: +33 6 86 34 21 71

E-mail: [david.vargas@atr.fr](mailto:david.vargas@atr.fr)

