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Firefly welcomes its first ATR 72-600

Malaysian carrier starts fleet upgrade to rapidly expand its route network

Firefly, Malaysia Airlines' subsidiary carrier has today taken ownership of its first brand-new ATR 72-600. The aircraft is the first of 20 latest generation firm ATRs, plus 16 options, ordered by Malaysia Airlines in December 2012. Firefly currently operates 12 ATR 72-500s, and with the arrival of the new ATR 72-600s will almost triple its exclusively ATR 72 aircraft fleet, taking the total to over 30 aircraft.

With this significant fleet expansion Firefly will rapidly increase capacity on their domestic network augmenting flight frequencies on routes to key destinations in Subang, Penang, Kota Bharu and Johor Bahru. The airline will also be able to boost their regional offering ensuring its customers better connectivity within the ASEAN network, -specially Indonesia, Thailand and Singapore-, thus reinforcing the position of Firefly in these markets and key business routes.

The new-generation ATR-600s are equipped with a new full-glass cockpit and feature a high comfort layout seating 72 passengers with larger overhead bins. In addition to the performance advantages and enhanced comfort, these aircraft offer an improved operational flexibility for the airline.

The freshly delivered ATR 72-600 will enter into service this month. The aircraft's first commercial flight should take place following its arrival in Sultan Abdul Aziz Shah Airport, Subang on 12 July, 2013, when the ATR 72-600 takes off for Johor Bahru, Malaysia.

"We have been looking forward to this day for quite some time now. We are thrilled to finally receive our new aircraft. Our exclusive ATR 72 fleet has allowed us to develop a unique high frequency network out of Subang, Penang, Kota Bharu and Johor Bahru. Indonesia-Malaysia-Thailand Growth Triangle communities, their population and economy will also capitalise on this important investment", says Ignatius Ong, Chief Executive Officer of Firefly.

"We are very proud that the new ATR aircraft is here to launch Firefly's fleet expansion," said Filippo Bagnato, Chief Executive Officer of ATR. "It is great to see the ATR 72s play an integral role in Firefly's success. The airline is exclusively relying on the ATR 72s to expand its business and its presence as a major actor of the regional aviation in South East Asia. The partnership is being very fruitful, and Firefly can definitely benefit from the many advantages of the ATR aircraft." He added "We are pleased to introduce today the latest generation aircraft ATR 72-600 into the Malaysian market./ This aircraft offers the best operating economics of any aircraft in its seat category, as well as top-class standards of comfort and cabin interior designs".

About the ATR 72-600:

Passenger capacity: 68-74 seats

Engines: Pratt & Whitney 127M

Maximum power at take-off: 2,750 horse power per engine

Maximum weight at take-off: 23,000 Kg

Maximum load: 7,500 Kg

Maximum range with full passenger load: 900 nautical miles (1,665 Km)

About Firefly:

Firefly, a wholly-owned subsidiary of Malaysia Airlines, began operations in April 2007. Currently, it operates a fleet of 12 ATR 72-500 turboprop aircraft out of Penang and Subang, connecting secondary destinations within the Indonesia-Malaysia-Thailand Growth Triangle as well as providing air linkages between Malaysia and Singapore. Firefly provides incredible value as well as convenient flight timings and excellent service to its passengers.

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 over 1,300 aircraft. ATR planes are represented in the fleets of 180 operators in 90 countries and 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. ATR is ISO 14001 certified. This is the international standard in the field of environmental friendliness.

For additional information, log on to www.atraircraft.com.

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