



PRESS RELEASE

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## ATR wins Cannes Corporate Media and TV Award

**ATR's work was recognized for the third consecutive time at the Cannes Film Festival, rewarding ATR team with a silver dolphin**

ATR is delighted to have won a Cannes Corporate Media and TV Award 2014, winning a silver award for "TV Documentaries and Reports" category for the film "Let's fly Brazil - The New flying rivers". This international competition is one of the world's most important festivals in the corporate audiovisual industry and ATR was among of the 725 nominees at representing 34 countries.

The core challenge for ATR was to bring a complex economical topic on the development of regional aviation in Brazil to life in order to help the audience see a range of scenarios, solutions and issues simultaneously.

ATR team travelled to Brazil's major regional centers like Manaus, Campinas, Belo Horizonte or Parintins to interview leading Brazilian airlines, airport authorities and passengers, about the future of regional air transport. Regional aviation is booming in Brazil thanks to ATR turboprops which play an essential role in region's growth and connectivity.

Brazil is already by far ATR's biggest market in Latin America with nearly 80 aircraft in service. Underlining ATR's major success in Brazil, country's biggest carriers like Azul/Trip use these fuel-efficient turboprops to develop their hubs and bespoke operations across the country. The ATR-600 series aircraft help link up smaller underserved communities with major cities while also providing customers with a superior service at affordable airfares.

ATR worked with the animators to find a way to enhance and support the comments and keep the viewer focused and concentrated throughout as this was crucial for bringing the interviews to life. This 26-minute [documentary](#) was delivered to the audience using ATR official YouTube Channel. It is also available on the ATR official website [atracraft.com](http://atracraft.com)  
Additional information about the Festival on [cannescorporate.com](http://cannescorporate.com)

### 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 1400 aircraft. ATR planes are represented in the fleets of 180 operators 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 the Airbus Group. Its head office is in Toulouse. ATR is ISO 14001 certified.

For additional information, log on to [www.atracraft.com](http://www.atracraft.com). Follow ATR on its official YouTube channel: [ATRbroadcast](#) and on Twitter: [@ATRaircraft](#).

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