



PRESS RELEASE

Toulouse, 7th May 2015

ATR appoints new Head of Communications

Palmira Rotolo has been appointed as new Head of Communications of world's leading turboprop manufacturer ATR. In her new position, she will be in charge of coordinating activities in the fields of Events, Brand Image, and both Internal and External Communications.

Mrs. Rotolo has held a number of successive different positions within Alenia Aermacchi (previously Alenia Aeronautica), Superjet International, Finmeccanica and ATR. Since 2014, she was Head of Marketing Communication at Alenia Aermacchi. Previously, she had taken the position of Head of Communication and Image (2012-2014), Deputy Head of Human Resources International (2010-2012) and Head of International Communication (2007-2010), all of them also at Alenia Aermacchi. Before this, among other positions, she had been CEO Public Relations assistant while making part of the Task Force Team for the launch of SuperJet International (2006-2007), and she had managed Events at Finmeccanica (2004-2005).

Mrs. Rotolo has an extensive knowledge of ATR, where she had already worked between 1992 and 2003, being successively in charge of External Relations, Public Relations and Exhibitions.

She holds a Degree in Social Science from LUMSA University in Rome, Italy, and a Degree in Trainee Officer for mercantile shipping.

About ATR:

ATR is the world leader on the market for regional aircraft. Known for its exemplary eco-responsibility, ATR is a role model for airlines, not only in terms of its performance and reliability, but also in terms of profitability on short-haul air routes. ATR is ISO 14001 certified. Its aircraft are currently operated by more than 180 airlines in over 90 countries. ATR is an equal partnership between two major European aeronautics players, the Airbus Group and Alenia Aermacchi (a Finmeccanica Group company).

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ATR Press Contacts:

David Vargas
Tel.: +33 5 62 21 66 14
E-mail: david.vargas@atr.fr

Yevgenia Akinshina
Tel.: +33 5 62 21 60 61
E-mail: yevgenia.akinshina@atr.fr