



## STARTUP AIRLINE AIRHAIFA RECEIVES FIRST OF TWO ATR 72-600

**Toulouse, 26 July 2024** – ATR, the world’s leading regional aircraft manufacturer and airHaifa, Israel’s new startup airline today announced the delivery of the first of two ATR 72-600, following a firm order placed in 2023. This partnership demonstrates airHaifa’s dedication to operational excellence, regional connectivity and low-emission aviation, by flying the latest generation of turboprop aircraft.

This first delivery paves the way for airHaifa to launch commercial operations from Haifa International Airport. With the aim to enhance convenience for approximately 3 million residents of northern Israel, who are closer to Haifa than to Ben Gurion International Airport, airHaifa will offer regular and affordable connections to in-demand destinations across the Mediterranean and Red Sea.

The ATR 72-600 aircraft is equipped with the latest PW127XT-M engines, optimising reliability, passenger comfort, operating costs, and CO2 emissions. The advanced engine technology enables CO2 emission savings of 45% compared to similar-size regional jets, emitting only 69g of CO2 per seat per kilometre.

ATR aircraft, specifically designed for regional operations, are the ideal choice for startup airlines that want to develop regional connectivity while effectively managing expenses and generating profits. In 2023, they opened 160 new routes, further positioning themselves as the backbones of domestic and regional fleets worldwide. With lower operating costs and a 40% greater cost-efficiency compared to regional jets, the ATR unique value proposition provides startups with the advantage of mitigating costs and achieving a low cost per trip.

**Gonen Usishkin, Chief Executive Officer of airHaifa**, stated: “We are beyond excited to take delivery of the first aircraft of our fleet and achieve a major milestone as we ramp up to providing commercial services. We focus on sustainable development, passenger satisfaction, and regional connectivity; by building our fleet around the ATR 72-600 aircraft, we will continue to actively contribute to our region’s economic prosperity and provide our customers with affordable, reliable, convenient and socially responsible means of transport.”

“This new order from airHaifa for two ATR 72-600, with one delivered today and the second scheduled for delivery in 2025, marks an important milestone in our efforts to enhance regional connectivity worldwide”, commented **Nathalie Tarnaud Laude, ATR’s Chief Executive Officer**. “ATR has a strong reputation and a proven track record in the regional aircraft market, making it the ideal partner for startup airlines looking to benefit from the expertise, experience and support of a well-established aircraft manufacturer, which are invaluable during the initial stages of launching operations.

ATR is committed to working closely with airHaifa beyond the aircraft delivery process, providing comprehensive support and expertise to ensure a successful launch of operations.



## ABOUT AIRHAIFA

airHaifa is Israel's new startup regional airline, launching commercial flights in summer 2024. Flying from the Haifa International Airport, airHaifa will offer convenient, affordable, and reliable air travel year-round to Mediterranean and Red Sea destinations like Cyprus and Eilat. To learn more about airHaifa and sign up for email updates and sale offers, visit [airhaifa.com](http://airhaifa.com).

## ABOUT ATR

ATR is the world number one regional aircraft manufacturer with its ATR 42 and 72, the best-selling aircraft in the below 90-seat market segment. The unifying vision of the company is to accelerate sustainable connections for people, communities and businesses, no matter how remote. Flown by some 200 airlines in over 100 countries, ATR aircraft opened 160 new routes in 2023, facilitating the development of territories and enabling access to crucial services like healthcare and education. Thanks to ATR's focus on continuous innovation and the intrinsic efficiency of the turboprop technology, ATR aircraft are the most advanced, versatile, cost-effective and lowest-emission regional aircraft on the market, emitting 45% less CO2 than similar-size regional jets. In January 2022, we flew the first ever commercial aircraft using 100% SAF in both engines. ATR is a joint-venture between Airbus and Leonardo. Visit us on [www.atr-aircraft.com](http://www.atr-aircraft.com) for more information.

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