

YOUR BRAND
ON OUR
PEOPLE



vivaerobus.com
La aerolínea de bajo costo de México

VIVAAEROBUS... OUR FIGURES

2010

Load Factor: 77%

On Time Performance: 76%
Leaves within the first 15 minutes
of its scheduled time.

Total passengers: 2, 400, 000.

Fleet: 11 aircrafts Boeing 737-300's

More than 6, 000 passengers every day.

2011

Load Factor: 78%

First Quarter of 2011
@ Forecast 2011

On time Performance: 76%.
Leaves within the first 15 minutes
of its scheduled time.

Total passengers: 3, 500, 000.

Fleet: 15 aircrafts Boeing 737-300's, 17 by year end

More than 9, 500 passengers every day.



VIVAAEROBUS...

WHAT IS IT?

- It is the unique Ultra Low Cost airline in Mexico.
- We look for innovation in the market, through a ultra low cost model that has revolutionized aviation around the world, and in Mexico it's allowing many passengers to travel for the first time.
- We are focused in developing new markets and untapping an underserved demand of passengers.
- We are in constant growth and improvement. (55% of growth in 2011)
- We have the lowest cost structure, thus allowing us to offer the lowest prices for air travel in Mexico.



BRAND PROMISE

- **Low cost = low price.**
- **85% of our flights within 15 minutes of their departure time.**
- **Punctuality.**
- **High standard for customer service.**



OUR PROPOSAL

YOUR BRAND ON OUR PEOPLE

- Your brand will be visible in the uniforms of our staff (860 people).
- In 28 destinations.
- 3 500,000 people will see your brand every year including the mayor airports in the country
- The average exposure per event is 4 hours.



OUR PROPOSAL

Crew members, Maintenance, Technicians
& Ground Handling Agents.

Aircraft Platform, aircrafts and airport terminals.



OUR PROPOSAL



OUR PROPOSAL



OUR PROPOSAL



OUR PROPOSAL

Sales and traffic agents.

Aircrafts, check inn, airport terminals,
platform and ticket offices.



OUR PROPOSAL



OUR PROPOSAL



OUR PROPOSAL



WHY VIVAEROBUS?

We fly to 28 destinations of which 26 are:

There are 26 **national** routes with permanent and constant presence on the 3 most import airports in the country.

- AICM (Mexico City **International** Airport)
- Monterrey **International** Airport.
- Guadalajara **International** Airport.

One of our two **international** routes is the 2nd airport in the US with most connections around the country, and the most visited city.

- Las Vegas
- Houston

10 of our destinations are the beaches with the most important national and foreigner tourism.

- Cancún
- Los Cabos
- Acapulco



OUR VISION

Be   
the AIRLINE for all
PEOPLE
 **in MÉXICO**

