

Launch of new Alitalia brand heralds a bright future for Italian aviation

Rome 4 June 2015 – Italian flag carrier Alitalia has embarked on the next phase of its evolution as a rejuvenated global airline by introducing a new brand identity, including a fresh new livery, which aims to position the famous airline as a leader in innovative and sophisticated flying, and to represent the best of Italy on the world stage.

Leading design consultants Landor were commissioned to create a young and seductive new look to represent the airline's ambitions, utilising the design elements of the airline's previous iconic livery, which was also created by Landor in 1969.

Silvano Cassano, Alitalia Chief Executive Officer, said: "The pride we hold for Alitalia is palpable. From today, this quintessential Italian brand is beginning a new journey, with a refreshed livery, and with the infrastructure and expertise in place to achieve its true potential. This new identity will allow us to bring a timeless and uniquely Alitalia style to everything we do the world over. The Alitalia brand is as potent today as ever, looking to the future with renewed vigour and optimism.

"The people of Alitalia remain the enduring heart of our company and the embodiment of this most beloved national symbol. They represent Italy's massive cultural influence on the world - a country as famous for its history, generosity, and tradition, as it is for its innovation, style, and sophistication. Their tremendous experience will bring this brand to life."

To reflect longevity and the airline's illustrious history, the stylised tail logo which has characterised Alitalia since its first major rebrand 46 years ago has been updated and refined, retaining the same green, red and white colours of the Italian flag. The new logotype has been modernised and a more dominant 'A' has been introduced - a bold statement of the heights the airline is striving to reach and its enviable experience in the field of aviation.

By increasing the number of primary colour tones used on the logo's palette, the modernised livery now portrays greater depth and richness. Inspired in part by the striking lines on Formula 1 racing cars, striations have been added to the red triangular interior of the Alitalia 'A', creating a pinstripe effect which reflects exclusivity, attention to detail and a strong focus on design. Aircraft fuselages will now be painted in a calm ivory, reflective of understated Italian style, and progressively banded rear-ward to create an impression of movement, speed and unhindered progress.

The new branding will be extended to the cabin décor of Alitalia's fleet of modern Airbus, Boeing and Embraer aircraft.

The airline is introducing new brand elements inspired and influenced by Italian craftsmanship and luxury automotive design, creating simple, clean and stylish interiors. The stylised 'A' appears subtly on cabin panelling, and on soft furnishings such as curtains, headrests and cushions. The vibrant and contemporary new designs will also feature on menu cards, onboard amenities and on the branding of inflight programming and reading material.

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Seats in Business Class will be upholstered in fine leather by Italian furniture-maker Poltrona Frau, intricately stitched, and reminiscent of the interiors of luxury sports cars. Lighter secondary colour shades are used to enhance the feeling of superior quality and elegance.

Peter Knapp, Global Creative Officer at Landor, added: “The Alitalia brand is widely regarded as a design classic and is recognised throughout the world. Walter Landor was involved in the design of the project nearly 50 years ago and now is the time to evolve this enduring brand and update it for today’s market challenges. We have added a subtle sophistication to the design, to the interior and exterior of the aircraft, which connotes the style, passion and craftsmanship of modern Italy.

“We knew we had to maintain the iconic 'A' tailfin but added subtle detailing to it, and to the rest of the fuselage to create more depth and dimension. The logotype too has been re-crafted to align with the new styling. On the inside, the experience exudes a sense of Italian sophistication and glamour, referencing both design motifs from the Alitalia archives and also looking forward to modern design details.”

The airline’s creative new brand designs are also being implemented across all consumer environments including airport check-in counters, lounges, corporate signage and to all its digital, print and outdoor advertising channels, as well as its official website.

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About Alitalia

Alitalia - Società Aerea Italiana (alitalia.com) is Italy’s largest airline and commenced operations on January 1, 2015 after acquiring the operational activities of Alitalia - Compagnia Aerea Italiana, now named CAI. CAI has a 51% controlling stake in Alitalia and the remaining 49% of shares are owned by Etihad Airways, the national airline of the United Arab Emirates. As part of its 2015 summer schedule, Alitalia flies to 102 destinations, including 27 Italian and 75 international destinations, with a total of 164 routes and about 4,500 weekly flights. Alitalia boasts one of the most modern and efficient fleets in the world with an average age of eight years. It is a member of the SkyTeam alliance and is part of the Transatlantic Joint Venture alongside Air France-KLM and Delta Air Lines. Alitalia, together with airberlin, Air Serbia, Air Seychelles, Etihad Airways, Etihad Regional operated by Darwin Airline, Jet Airways and NIKI, also participates in Etihad Airways Partners, which brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. Alitalia and Etihad Airways have been named Official Global Airline Carriers of Expo Milano 2015.