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Norwegian celebrates inaugural flights from Birmingham Airport

Today, Norwegian celebrated its inaugural flight from Birmingham Airport to Madrid; the first of three new Spanish destinations set to launch this summer from the airport. “Today is a double celebration – we’re celebrating the launch of direct flights to Madrid and welcoming Norwegian to Birmingham Airport,” said David Winstanley, Chief Operating Officer at Birmingham Airport.

The first scheduled service from the Spanish capital, which will operate on Tuesdays, Thursdays and Sundays, was greeted in Birmingham today with a

water-arch salute upon arrival, quickly followed by the launch of flights to Malaga on Monday 30th March.

The new service to Malaga will operate three times a week on Mondays, Fridays and Saturdays and represents the second of three new Spanish routes from Birmingham to be served by Norwegian. The third and final service to Barcelona is set to commence on the 1st of June, departing on Mondays and Fridays.

“We’re very happy to celebrate the new routes from Birmingham to several destinations in Spain. Now travellers in the greater Birmingham area can take advantage of Norwegian’s low fares and award-winning service. Our crew is looking forward to welcoming new customers on board our brand new and more environmentally friendly fleet of Boeing 737-800 aircraft with free WiFi,” said Norwegian’s Chief Commercial Officer Thomas Ramdahl.

“A double celebration”

David Winstanley, Chief Operating Officer at Birmingham Airport, said: “Today is a double celebration – we’re celebrating the launch of direct flights to Madrid and welcoming Norwegian to Birmingham Airport.”

“Madrid marks the first of three new Spanish routes set to be served by Norwegian from Birmingham, a clear indication of the enormous demand that exists for these popular destinations, which also includes Malaga and Barcelona.”

David added: “We’re confident that our business and leisure passengers will be impressed with Norwegian’s low fares and efficient service.”

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Norwegian Air Shuttle ASA, commercially branded “Norwegian”, is a low-cost airline listed on the Oslo Stock Exchange. Norwegian is the second largest airline in Scandinavia and third largest low cost carrier in Europe. The company reported its highest ever passenger figures in a single year with almost 24 million passengers in 2014. Norwegian has a route portfolio that stretches across Europe into North Africa and the Middle East, as well as

long-haul flights to the US and Southeast Asia. The company has a total of 424 routes to 130 destinations and employs approximately 4,500 people in Norway, Sweden, Denmark, Finland, Estonia, UK, Spain and Thailand. The company has 258 undelivered aircraft on firm order. Norwegian was founded in 1993 and its headquarter is in Fornebu, Norway. Norwegian offers better leg room than most competitors, in-flight WiFi on short haul, world-class punctuality and a fleet of 96 aircraft with an average age of only four years. In 2013 and 2014, Norwegian was voted Europe's best low-cost carrier of the year by the renowned SkyTrax World Airline Awards. In 2014, Norwegian also won three prizes at the prestigious Passenger Choice Awards for Best Airline in Europe, Best Inflight Connectivity & Communications and Best Single Achievement in Passenger Experience for its moving map on the 787 Dreamliners. In addition, Norwegian was awarded Europe's best low-cost airline by AirlineRatings.com for the second year running.

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