



Jan 09, 2014 17:04 GMT

## Norwegian opens crew bases in New York and Fort Lauderdale, and hires American crew members

The European airline Norwegian will soon open its first crew base in New York. The next base in Fort Lauderdale will be opened during the first quarter of 2014. Norwegian is the first European carrier to establish crew bases in the United States and to offer several hundred jobs to American crew.

Norwegian's entry into the U.S. market will also create millions of jobs in the travel- and tourism industry. During 2014, 300 American crew members will be working for the company. In its first year of full operation, Norwegian will fly one million passengers in and out of the U.S.

Norwegian continues to expand internationally by establishing two crew bases in the United States. Norwegian is one of Boeing's largest customers worldwide with nearly 200 aircraft on order (Boeing 737 MAX, Boeing 787 Dreamliner and Boeing 737-800). In addition, the company has 100 Boeing 737MAX purchase options. Thousands of new jobs will be created over the coming years.

Norwegian started its long-haul operation in 2013 with routes between Thailand and the U.S. and Europe. In 2014, the route network will expand to include 14 routes between the U.S. and Europe.

"Norwegian's goal is to bring innovative service at a low fare to the U.S. market with brand new Boeing 787 Dreamliners. Our goal is that everyone should afford to fly. In our opinion, air fare between the U.S. and Europe has been far too expensive. To maintain an effective operation, crew bases will be placed at the start or end of the route segment and we are happy to announce the establishment of our first crew bases in the U.S.," said Norwegian's CEO Bjørn Kjos.

"Around 170 cabin crew members have been recruited in New York and Fort Lauderdale, and we are hoping to see many American crew members on board our Dreamliners and the new 737MAX in the years to come. We also encourage American pilots to come work for us. To do so, they will need an EASA license," Kjos added.

***Please find pictures of some of our new crew members attached (the pictures were taken at one of the cabin courses in New York).***

Wages and conditions are locally highly competitive and follow U.S. laws and regulations regarding social security, taxes, etc.

Norwegian's business model is based on the *Open Skies* regime, global competition and the fact that Norwegian flies its customers point to point in all markets, either within Europe or on long-haul routes between continents. Traditional airlines grow outside their home markets by entering into joint ventures, co-operation or alliances – and let their locally based alliance partners fly their customers.

Norwegian started its long-haul operation in 2013 by offering non-stop

service between Thailand and the U.S. and Europe. In 2014, the route network will expand. Norwegian now offers routes to several destinations in Europe from New York, San Francisco, Fort Lauderdale, Los Angeles and Orlando.

### **Competition benefits customers and creates millions of jobs**

History shows that the entry of low-cost carriers into new markets have the potential of almost doubling total traffic volumes, creating millions of new jobs in the travel- and tourism-related industries locally. This is also likely to happen in the transatlantic market. The transatlantic market has been controlled by three immunized alliances and in reality the total capacity has not increased significantly over the last 3-5 years - but the prices have. Clearly this does not create the incentives necessary to increase travel and tourism across the Atlantic.

Norwegian is the first, but will definitively not be the last low-cost carrier to enter this market.

Increased competition benefits the customer who will get inexpensive and affordable fares. In addition, the travel-related industry will benefit greatly through the creation of new jobs.

**For more information please contact Norwegian's Press Office at +47 815 11 816.**

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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. More than 20 million passengers fly on its network per year. 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 413 routes to 125 destinations and employs approximately 3,500 people in Norway, Sweden, Denmark, Finland, Estonia, UK, Spain and Thailand. The company has 275 undelivered aircraft on firm order. Norwegian was founded in 1993 and its headquarter is in Fornebu, Norway. In 2013, Norwegian was voted Europe's best low-cost carrier of the year by the

renowned SkyTrax World Airline Awards. Norwegian offers better leg room than most competitors, in-flight WiFi, world-class punctuality and a fleet of 80 aircraft with an average age of only 4.6 years.

## Contacts



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