

Viva Aerobus enters the air freight market with its Viva Cargo service

Mexico City, January 16, 2020.- Viva Aerobus, Mexico's ultra-low-cost carrier, announced its entry into the air freight market with Viva Cargo, a service given through the provider Aerocharter, a company responsible for the entire shipping process, contemplating customer service and sales.

"We are very excited about this alliance. We join forces with the airline that has one of the most accelerated expansion rates in different areas and with whom we share corporative pillars such as efficiency and discipline. Under this approach, we provide a service that will allow us to grow together," said Luis Ramos Cabrero, General Director of Aerocharter.



In this initial stage, Viva Cargo covers shipments among the 5 operational bases of the airline: Cancun, Mexico City, Guadalajara, Monterrey and Tijuana; as well as Queretaro. This coverage will be extended, gradually, in an approximate period of three years until extending the service to all the regular routes that Viva Aerobus operates, including international destinations.

"Our incursion into the cargo service meets the high demand within this sector that requires more options of efficient, fast and accessible air transport. At Viva, we are always watchful of the opportunities that help us to continue positioning ourselves as a key player in every area of the air industry," said Fernando Estrada, Director of Strategy, Planning and Business Development at Viva Aerobus.

Currently, the airline transports standard freight that does not exceed 150 kilograms and with maximum dimensions of 1 meter wide, 1 meter high and 1.70 m long. Soon, Viva Aerobus will also expand the range of products to be transported, including perishables and other items authorized by the Federal Civil Aviation Agency. In line with its ultra-low-cost business model, Viva Aerobus cargo transport is also distinguished for its low prices.

People and companies can make the price quotation and hiring of the service, which depends on the weight, size and speed of shipping required, at the different logistic points and customer service numbers found on the Viva Cargo website: <https://www.vivaerobus.com/mx/volar-con-viva/viva-cargo>

"Another great benefit of this new service is that it allows us to diversify and increase, even more, our ancillary revenue by taking advantage of the spaces in the aircraft holds, according to our philosophy of maximum operational efficiency. In the medium term, in 3 or 4 years approximately, we estimate to transport about 20 thousand tons annually", detailed Fernando Estrada.





Viva Aerobus is an airline, at global level, with one of the highest percentages of ancillary revenue. This scheme helps to keep competitive rates for passengers, considering that a segmentation of services allows to cope with macroeconomic variables that affect the price of tickets, such as the price of fuel or exchange rate volatility; this in direct benefit for travelers.

About Aerocharter

Aerocharter has more than 45 years of experience, offering technical, operational and commercial administrative services to the airline industry worldwide. It was founded in 1973 with the purpose of providing strategic services to international airlines that have been flying to Mexico City since then. Aerocharter is currently positioned as a premium service provider with the purpose of strengthening business relationships with its customers, authorities and service providers through leadership, teamwork and an experienced staff. With a One-stop shop service, Aerocharter provides personalized services with the highest quality in the office, ground operations and legal matters with the Federal Agency of Civil Aviation and Airports. Its division of GSSAs represents more than 10 international cargo operators. For more information visit: www.aerocharter.com.mx

Viva Aerobus is Mexico's ultra-low-cost carrier. It began operations in 2006 and today operates one of the world's youngest fleets with 36 Airbus 320 (18 Airbus A320 CEO y 18 Airbus A320 NEO) on 119 routes (100 domestic and 19 international) and 47 different destinations (36 domestic and 11 international). With a clear vision of allowing all people to fly, Viva Aerobus has democratized the airline industry with the lowest fares in the country and the lowest cost in Latin America, making its flights the best value offer. For more information visit www.vivaaerobus.com/en

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