

## Viva Aerobus becomes UANL Tigres soccer team official sponsor

**Monterrey, Nuevo Leon, January 17, 2020.** - Viva Aerobus, Mexico's ultra-low-cost carrier, will sponsor the men's and women's Tigres UANL soccer teams during the Closing and Opening Tournaments 2020 to be held throughout this year. During the Tigres-America's match, taking place this upcoming Saturday, the players will wear the Viva Aerobus logo on their game socks for the first time.

"We welcome Viva Aerobus to the Tigres team. We are sure that together, we will succeed, and we will create bridges that promote and make visible the importance of sport throughout the country," said Miguel Ángel Garza, President of the Tigres Club.

"We are proud to partner with one of the most winning teams in Nuevo Leon, with whom we share values such as discipline, dedication, and effort for putting Mexico in a high place," said Gian Carlo Nucci, CEO of Grupo Viva Aerobus.

With this agreement, Viva Aerobus shows its commitment, once again, to the promotion of physical activity and a healthy recreation. This is the first time that the airline supports a women's team as a result of its Corporate Social Responsibility strategy and its inclusion practices.

"We are excited to create a new link between Viva Aerobus and Monterrey, one of our most important operational bases. Moreover, this commitment is aligned with the carrier's vision of being the lowest cost, most preferred, and most fun airline in the Americas", said Juan Carlos Zuazua, CEO of Viva Aerobus.

In celebration of this alliance, Viva will carry out different dynamics via social media, through #VivaTigres, so fans can win tickets to attend Tigres matches that will start this weekend.

On behalf of Tigres, with this alliance it will be possible to give fans a better experience through the TigreCharter, bring them closer to the team and serve them as they deserve.

### **About Tigres**

*Born in 1960, Club Tigres is one of the best teams in Mexican soccer thanks to its leading role in the First Division and its incomparable fans, which has made the University Stadium the first in attendance in Mexico, recognized as the best in the country for their passion and loyalty. Tigres look for a clean and strong soccer, which provides recreation to Mexican families and promotes this sport as an essential part in youth's training. Its contribution to the community over the years made it the first Mexican soccer team in 2008 to achieve the official certification as a Socially Responsible Company, which is given by the Mexican Center for Philanthropy. Tigres belongs to the Autonomous University of Nuevo Leon, the most important public institution of higher education in the north of the country, and, since 1996, the team is managed - through the company Sinergia Deportiva - owned by CEMEX, a Mexican company positioned as one of the world's leaders in cement production. For more information visit: <https://www.tigres.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](http://www.vivaaerobus.com/en)*

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