



PRESS RELEASE

## ITA Airways launches new Rio de Janeiro - Rome nonstop daily flight

### Ribbon-cutting ceremony at the Departure Gate in Rio de Janeiro-Galeão airport

#### Première of the photographic exhibition *“The Map of Connections: Rome and Rio de Janeiro between history, culture and great passions”* created in collaboration with ANSA

Rio de Janeiro/Rome, October 30th, 2023 – Today ITA Airways launched its nonstop service between Rio de Janeiro and Rome. The inaugural flight, AZ 673, connecting the two cities departed at 3.45 p.m. from Rio de Janeiro-Galeão airport and was operated with the Company’s Airbus A330neo, a benchmark in terms of technology, digitization, innovation, efficiency, design, and ultimate expression of Made in Italy.

To celebrate the launch of the new intercontinental route connecting Brazil and Italy, a ribbon-cutting ceremony was held at the departure gate in Rio de Janeiro, in the presence of Emiliana Limosani, Chief Commercial Officer ITA Airways and CEO Volare, Pierfrancesco Carino, Vice President International Sales ITA Airways, Massimo Allegri, Regional Manager Americas ITA Airways, Andrea Taddei, Country Manager Brazil ITA Airways, Alexandre Monteiro, Chief Executive Officer Rio de Janeiro-Galeão Airport, Alessandro Cortese, Ambassador of Italy to Brazil, and Massimiliano Iacchini, Consul General of Italy in Rio de Janeiro.

ITA Airways' expansion on long-haul is one of the main pillars of the Company’s strategy, as it not only generates profitability but also increases short haul connections, helping to expand the capacity of the intercontinental network.

*“I am very happy to be here today to inaugurate our new nonstop flight from Rio De Janeiro to Rome. This is the third long haul destination we are opening in 2023, a year that marks ITA Airways' greatest growth in the intercontinental market after the opening of Washington and San Francisco in the summer season. - said **Emiliana Limosani Chief Commercial Officer of ITA Airways and CEO Volare** - Our goal is to become the carrier of reference for the mobility of Italians. Our network’s development has a strong focus on those markets where the customers’ demand is higher and where there is a strong presence of the Italian community. Today with the launch of the Rio De Janeiro – Rome route we have taken a step forward towards this goal.”* added the CCO. *“The Rio de Janeiro destination is not only playing a strategic role for business and cargo traffic but is also further strengthening our expansion in South America, a favorite holiday destination for Italians and home to millions of people of Italian origin. With an average of 21 weekly roundtrip flights between Brazil and Italy, connections are guaranteed for all those wishing to travel between the two Countries”.*

With the launch of the new nonstop flight, ITA Airways will operate 14 weekly flights between Rio de Janeiro and Rome, which will add to the 28 weekly flights already connecting São Paulo, Brazil's most populous city, to the Italian capital. This will bring the total number of weekly flights between Brazil and Italy to 42 while ITA Airways connections between South America and Italy rise to 56 weekly flights including the 14 weekly flights from Buenos Aires.

The new nonstop connection cements ITA Airways role as undisputed leader in terms of direct traffic between South America and Italy and confirms the Company is the preferred carrier for the many Italian and local communities in Brazil and Argentina who choose its blue liveried aircrafts to feel 'at home' from the moment they step on board.

From Rio ITA Airways passengers can fly to the main destinations in Brazil, Chile e South America thanks to SPA agreements with LATAM and GOL.



Courtesy of the codeshare agreement with Azul, they can access, via São Paulo, Brazil's most important domestic destinations such as Cuiabá, Belo Horizonte, Curitiba, Porto Alegre, Recife, Santos Dumont. In addition to these agreements, partnerships with Avianca and Aerolíneas Argentinas offer ITA Airways travelers a wide choice of destinations operated in South America via the Miami and Buenos Aires hubs.

To support the launch activities for the new non-stop Rio de Janeiro-Rome flight, the photographic exhibition "*The Map of Connections: Rome and Rio de Janeiro between history, culture and great passions*", exploring the interconnections between the two cities in the fields of history, culture, and sport, will be premiered today in collaboration with ANSA, the first Italian information Agency, at the Italian Consulate in Rio De Janeiro.

In the current winter season ITA Airways will operate 52 destinations including 17 domestic, 23 international and 12 intercontinental. The new intercontinental destinations, Rio de Janeiro and Malé (Maldives) add to the flights already operated to New York, Boston, Miami, Los Angeles, Sao Paulo, Buenos Aires, Tokyo, and New Delhi.

Tickets for all the new flights can be purchased through the ITA Airways sales channels, on the official [ita-airways.com](http://ita-airways.com) website and via the company's call center, travel agencies and airport ticket offices.

### ***"The Map of Connections: Rome and Rio de Janeiro between history, culture and great passions"***

On the opening of the new air route between Rome and Rio de Janeiro, ITA Airways in collaboration with ANSA presents the photographic exhibition "*The Map of Connections*," an exhibit highlighting the cultural, artistic, and sporting interconnections between the two cities.

The exhibition focuses on exploring the interactions between Rome and Rio de Janeiro, revealing how these two cities have always found similarities and influenced each other over the years. The goal is to offer authentic insight into the cultural connections between these seemingly distant cities.

From Roman Carnival to the parade in Rio de Janeiro's Sambodromo, from the Film Festival to the catwalks of Roman haute couture, from culture to sports-with a focus on the challenges of the national soccer teams up to the Rio Olympics-the shots in this exhibition capture moments of great cultural, artistic, and historical relevance, highlighting the shared influences between the two cultures, in a constant parallelism with ITA Airways' innovation and vision.

#### **For press information:**

Pietro Caldaroni, Head of Communication and Institutional Relations

Mail: [media@ita-airways.com](mailto:media@ita-airways.com)

#### **About ITA Airways**

*ITA Airways is a company totally owned by the Italian Ministry of Economy and Finance for the exercise of business in the air transport sector. ITA Airways aims at creating an efficient and innovative air carrier that will become a reference point in providing Italy with quality connectivity both in terms of international destinations, thus boosting tourism and foreign trade, and within the Country, also taking advantage of the train-air integrated mobility. ITA Airways will place the best customer service at the center of its strategy (through a strong digitization of processes that ensure a best-in-class experience and personalized services), combined with sustainability, in its environmental (new green and technologically advanced aircraft, use of sustainable fuels), social (equality and inclusion for a gender-neutral company) and governance (integration of sustainability into internal strategies and processes) aspects. ITA Airways is a member of SkyTeam alliance as of October 2021.*