

Primera Air announces transatlantic flights



Primera Air announces the opening of 3 new departure points in Europe: London (Stansted, STN), Paris (Charles de Gaulle, CDG) and Birmingham (BHX) for starting flights to New York (EWR airport) and Boston Logan (BOS airport) in April 2018. Two more transatlantic routes from the new bases will be announced by the end of summer 2017.

Providing flights between emblematic destinations on each coast of the Atlantic has always been an important stake in air travel. While traditional carriers have covered these routes with wide-body aircraft for decades, a new generation of airlines wants to change this paradigm.

Building their groundbreaking strategies on the efficiency of new-generation aircraft, these airlines offer transatlantic flights at prices previously unseen. This innovative approach not only enables travelers to discover new destinations on the other shore of the Ocean but can also prove lucrative to seasoned leisure and business travelers.

A new competitor – Primera Air – is aiming to make a quick and firm move to become an indispensable name in the transatlantic flight market. This airline will not only operate transatlantic flights but link the main airports of major cities such as Paris, London, Birmingham, New York and Boston. Primera Air will commence daily flights to New York and 4

weekly flights to Boston from the three European cities with a fleet of brand-new Airbus321NEOs airliners as early as in spring 2018, while working on more routes for the near future.

According to President and Chairman of Primera Air Andri M. Ingolfsson, these direct flights will provide “a product and service concept merging low fares and high quality”. This new transatlantic player will focus on very competitive low fares while providing its passengers sought-after onboard services such as Wi-Fi access and the option to charge their devices.

The evolution of transatlantic air travel market in 2018 will be exciting to follow as Primera Air’s vision and concept will surely bring new inspiration to travelers on both sides of the Atlantic.