



VOLOTEA REVEALS ITS 10 YEARS ANNIVERSARY AIRCRAFT

News / Airlines



Volotea presents its anniversary aircraft, named Lázaro Ros in honor of one of the company's founders. This aircraft was designed both to celebrate the company's 10th anniversary, but also to project itself into the next 10 years. The metallic colors of the aircraft represent the many flights to come and all the opportunities available to the company.

Volotea chose Saffron Brand Consultants to rethink Volotea's colors and design the design of this anniversary A320 giving it a futuristic touch, without losing the iconic Mediterranean brand image. of the airline. The metallic colors used represent the next ten years of Volotea. The color gradient is made up of just five colors and ranges from Volotea's signature red to metallic silver. Mica particles, which do not interfere with aircraft systems, were used to give this metallic effect.

Lázaro Ros, co-founder of Volotea, commented: “We are delighted to unveil our new design. A Volotea design and engineering team has been working on this aircraft for months. Everyone at Volotea can't wait to see him take to the air!”

Roberto Verona, creative director of Saffron, said: “Volotea is a young and courageous airline with strong values. Designing this anniversary device and revamping our already unique colors has been very exciting and fun. We took this opportunity to ask ourselves what our colors would be for the next ten years. We want to continue on the path we took 10 years ago, always with the same optimism, and try to anticipate the next 10 years of the company. Major challenges are on the horizon: employees, passengers, environment, so we wanted colors that were even lighter and more optimistic than the previous ones. Happy birthday, Volotea!”

Last summer, Volotea completed its transition to a fleet of 100% Airbus aircraft, which has enabled the company to greatly improve its competitiveness and efficiency thanks to a single pilot license, to reduce its maintenance costs and simplify planning, monitoring and auditing.



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