



EVA AIR's Hello Kitty Jet Arrives in Europe

Themed aircraft now flying from Paris to Taiwan!



31st October 2014 – EVA Air's Hand-in-Hand Hello Kitty Jet arrived in Paris yesterday (pictured above*), marking the themed aircraft's inaugural launch into Europe. The special edition Boeing 777-300ER was welcomed with a launch ceremony at Paris Charles de Gaulle Airport to celebrate the Hello Kitty Jet's new, four-weekly service between Paris and Taipei, in advance of Hello Kitty's 40th birthday on 1st November 2014.

According to EVA Air Chairman, K.W. Chang, the Hello Kitty aircraft has been designed to make flying fun and give passengers an experience they will remember. His aim is to transform the air travel industry and provide the best way to get from city to city, while spreading happiness among passengers all over the world.

EVA Air's colourful jet is adorned with images of Hello Kitty and her friends, and offers the "purrfect" travel option not just for cartoon fans but people of all ages. The experience begins at check-in with passengers receiving Hello Kitty boarding passes. The theme continues onboard with cabin crew in Hello Kitty uniform and an array of cute cabin features, such as decorated head rest covers and pillows for cat naps. In total, the quirky aircraft features more than 100 in-flight service items decorated with the Japanese cartoon characters.

*Images credit: ©Aéroports de Paris

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About EVA Air

EVA Airways was formed in 1989 as Taiwan's first privately owned international airline. It launched passenger services in 1991 and cargo services in 1995. It is a division of the respected Evergreen Group and sister company to global container-shipping leader Evergreen Line. Its mission from the start has been to always provide the best and safest services. It serves a network of more than 60 business, leisure and airfreight destinations in Asia, Oceania, Europe and North America. By joining Star Alliance (June 18, 2013), EVA has extended its network to more than 1,300 destinations in more than 190 countries. EVA's routing within Asia is among the industry's best and, with just one easy stop in Taipei, travellers can connect onward to most major cities, including gateways in every region of China. For more information and schedules, please visit: www.evaair.com.

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