

## **EVA AIR UNVEILS NEW SANRIO-FAMILY BRANDED JET FOR MORE “TRAVEL FUN”**

***Naughty yet charming Bad Badtz-Maru is the newest recruit for  
EVA Air’s Sanrio-family fleet***



**14th March 2017** – [EVA Air](#), Taiwan’s leading independent airline, has launched a “Travel Fun” jet, with a **new eye-catching livery** that stars the naughtily charming Sanrio character, Bad Badtz-Maru. The aircraft is the world’s first Bad Badtz-Maru-themed livery to be scheduled for international service, and will operate on the carrier’s Taipei-Fukuoka and Taipei-Seoul routes. Best known for its Hello Kitty jets, EVA Air is **introducing more characters and creating a new edition of its popular Sanrio family-themed aircraft.**

The new “Travel Fun” flights will operate daily on a specially painted Airbus A330-300 aircraft configured for 309 passengers, accommodating 30 in business class and 279 in economy. Each Taipei-Fukuoka flight will depart Taiwan’s Taoyuan International Airport at 8:10am, arriving at Fukuoka Airport two-hours later (11:15am, local time). Seoul-bound flights will take to the skies at 3:15pm, arriving at Incheon Airport at 6:45pm, local time. Returning flights will depart Fukuoka, Japan at 12:15pm and Seoul, South Korea at 7:45pm.

Bad Badtz-Maru is one of the Sanrio family’s most popular characters. Different from Hello Kitty’s sweet image, Badtz-Maru is naughty in a charming kind of way. The new livery captures Bad Badtz-Maru in action, wearing his backpack and sprinting to the nose of the plane, ahead of his best friends. With a hot, camera, snacks and other holiday necessities, Bad Badtz-Maru and friends are ready for a relaxing, laughter-filled vacation aboard EVA Air.

Complementing its new Sanrio-family livery, EVA Air has designed more than 30 inflight service items and cabin amenities, including Bad Badtz-Maru pillows, slippers, headrest covers, playing cards, meal boxes, postcards, safety cards and disposable hand towels. All items are part of the airline's dedicated program to make the flying experience fun for passengers.

EVA and its Sanrio family jets have been popular among passengers all over the world since it launched its first generation of Hello Kitty Jets in 2005. To keep giving passengers fresh experiences and making flying fun, EVA Air is renewing its series of specially themed aircrafts and developing new liveries during the first half of this year.

More information on the new plane and EVA's other Sanrio-family aircraft can be seen at: [www.evakitty.evaair.com/en/](http://www.evakitty.evaair.com/en/)

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**About EVA Air:**

[EVA Air](#), a Star Alliance member, was formed in 1989 as Taiwan's leading independent airline. It is part of the respected Evergreen Group and a sister company to global container-shipping leader Evergreen Line. It flies to more than 60 international destinations throughout Asia, Oceania, North America and Europe where gateways include London, Paris, Amsterdam and Vienna. It operates daily nonstop flights from London Heathrow to Bangkok that continue to Taipei where passengers can easily connect on to every major city in Asia, including close to 30 gateways in Mainland China. It has a reputation for innovation, warm, friendly service and an impeccable safety record. EVA Air launched the industry's first premium economy cabin in 1992. Named Elite Class, this cabin was voted Best Premium Economy in an annual SKYTRAX poll. SKYTRAX also rated EVA Air as one of the World's Top-10 Best Airlines and No. 1 for Cleanest Cabins for 2015.

For more information, please visit: [www.evaair.com](http://www.evaair.com)

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