



## **LEVEL REACHES ALTITUDE**

LEVEL's first flight is taking off from Barcelona to Los Angeles at 1540 CET/1440 BST today.

The inaugural flight on International Airlines Group's (IAG) longhaul low cost airline brand will arrive into LA at 1955 (local time) completely full with 314 passengers on board a new Airbus A330. Flights to LA will operate twice per week and tomorrow LEVEL will commence its three per week service to San Francisco (Oakland).

This is Spain's first longhaul low cost operation and is the first step towards LEVEL's expansion from other European cities. More than 134,000 tickets have been sold since its launch on 17 March.

At Barcelona airport, Willie Walsh, IAG's chief executive said: "This is the start of a fantastic new adventure for IAG. LEVEL's sales are well ahead of our expectations in all markets. The brand has resonated with a new audience, many of whom are flying longhaul for the first time.

"In 2018, LEVEL will increase its fleet to five aircraft and we are considering other European bases for the operation.

"We're really excited about LEVEL which offers amazing fares, stimulating demand by providing people with more choice".

Customers flying with LEVEL are able to earn and redeem Avios - the loyalty currency for IAG's airlines. This gives them the opportunity to fly to 380 destinations across the Group's network which sets LEVEL apart from other longhaul low cost carriers.

Flights on LEVEL can be booked via the websites of its sister airlines Iberia and Vueling in addition to flylevel.com. Customers from across Spain and Europe can book flights on both airlines to Barcelona which connect onto LEVEL's longhaul network with a single ticket. LEVEL has also launched a codeshare agreement with American Airlines on flights between Barcelona and the US.

LEVEL has around 60,000 followers across Instagram, Twitter and Facebook at #FLYwithLEVEL. It's had over one million visits on its website flylevel.com

*Ends*

*June 1, 2017*

*IAG09*

**NOTE TO EDITORS:**

- Flights to San Francisco (Oakland) start on June 2, 2017 and operate three times per week.
- Flights to Punta Cana (Dominican Republic) start on June 10, 2017 and operate twice per week.
- Flights to Buenos Aires start on June 17, 2017 and operate three times per week.

**Videos and photos available at <https://level.iag.cloud/>**

**Follow LEVEL (#FLYwithLEVEL) at:**

Facebook: <https://facebook.com/FlyWithLevel>

Twitter: <https://twitter.com/FLYwithLEVELen>

Instagram: <https://www.instagram.com/FLYwithLEVEL/>

**ABOUT LEVEL:**

LEVEL is International Airlines Group's (IAG) new low cost longhaul airline brand that is taking to the skies in June 2017. Initially, it is operating two A330 aircraft from Barcelona to Los Angeles, San Francisco (Oakland), Buenos Aires and Punta Cana. LEVEL is bringing a stylish and modern approach to flying at prices that are even more affordable. Its customers are able to earn and redeem Avios – the loyalty currency for IAG's airlines. LEVEL is IAG's fifth main airline brand alongside Aer Lingus, British Airways, Iberia and Vueling.

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