

For Immediate Release 25 July 2017

Escape the Ordinary with a Spunky and Sassy Scoot!

- ✓ Single brand and operating licence for Scoot and Tigerair
 - √ 5 new destinations to be added
 - ✓ New uniform for Scootees and new brand tagline

Singapore - Nine months after Scoot and Tigerair announced their intention to pursue a single brand and operating licence under the enhanced Scoot brand, the airline industry today bade farewell to Tigerair Singapore as its last flight departed Singapore for Tiruchirappalli at 2305 on 24 July. From today, all previous Tigerair flights will be operated under the Scoot brand and Scoot flights will operate under the TR flight designator code. This marks the completion of the Scoot-Tigerair integration process that began last May when the airlines were brought under a common holding company, Budget Aviation Holdings.

Scoot CEO Mr Lee Lik Hsin said, "As we come to the end of Tigerair's journey, we open up a brand new chapter for Scoot. Building on what Tigerair and the old Scoot had achieved since their respective inceptions, we are stronger than we have ever been before, and consequently in an even better position to offer our guests more choice, connectivity and value. The enhanced Scoot that we are introducing today is spunky and sassy, and promises to create more travel opportunities for our guests."

New Destinations

In conjunction with this single brand celebration, Mr Lee also disclosed the five new destinations that Scoot will call at by June 2018. Among them are Honolulu, Scoot's maiden USA destination, and Harbin in Northeast China. The remaining three are shorthaul destinations - Kuching and Kuantan in Malaysia, and Palembang in Indonesia.



Coupled with the addition of the previous Tigerair network, the five new services will bring Scoot's total destination count to 65 across 18 countries.

New Uniform

Beyond new destinations, Scoot's crew members, affectionately named Scootees, will be outfitted with new uniform designs bearing a refreshing, yet distinctively Scoot look. The new uniform for female crew members cuts a flattering silhouette with its asymmetric dress design and higher waistline, while that for male crew members features sharper angles for the yellow highlights on the polo shirts.

Both male and female crew uniforms also feature fun details, such as black buttons sewn on with yellow thread to provide a subtle feature for the male crew uniforms, and thicker fabric for the Scootees to stay warm during cabin service. The new uniforms represent a fresh start for crew of both airlines, while Scoot's signature black and yellow colour combination has been retained, carrying on the spirit of fun and spontaneity of the Scoot brand.

Escape the Ordinary

In conjunction with the brand enhancement, Scoot has also changed its *Get Outta Here!* tagline and adopted a new slogan, *Escape the Ordinary*.

"Scoot's new tagline, Escape the Ordinary, is reflective of our growth as an airline brand," said Mr Lee. "It is more relevant to the global market now that our network has grown as it is aspirational to our inner wanderlust, and inspires us to travel and explore the world."

Scoot also rolled out its first A320 aircraft, previously operated by Tigerair and repainted with the Scoot livery, named "Conscious Coupling" in commemoration of the integration between Scoot and Tigerair. The current Tigerair fleet will be progressively repainted and the complete livery change is targeted to be by mid-2018.

To celebrate the merger to the single Scoot brand, special one-way promotional fares are available from as low as SGD37 to Kuala Lumpur, SGD49 to Bangkok, SGD129 to Melbourne/Sydney, SGD229 to Tokyo/Osaka, SGD239 to Athens and many more. Enter



the "FLYSCOOT" promotion code for an additional 10% off selected FLYBAG and FLYBAGEAT fare. Booking period from 25 to 30 July 2017 and terms and conditions apply. Log on to www.flyscoot.com to find out more.

Photos





From 25 July, Scootees will be outfitted with new uniforms that bear a refreshing, yet distinctively Scoot look.



About Scoot

Scoot is the low-cost, medium-to-long haul arm of the Singapore Airlines Group, Scoot took to the skies in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand and positioning it well for a new chapter of growth. Scoot has carried over fifty million guests and now operates a fleet of 14 state of the art, widebody Boeing 787 Dreamliners and 23 young and modern Airbus A320 family aircraft, with six more Boeing 787 Dreamliners and 39 Airbus A320neo aircraft on order. Scoot's network presently encompasses 60 destinations across 17 countries, with Harbin, Honolulu, Kuantan, Kuching and Palembang to join the network soon. Scoot provides - in addition to fantastic value airfares - a safe, reliable and contemporary travel experience with a unique attitude - Scootitude. Offering amenities including on-board Wi-Fi Internet connectivity and in-seat power on selected aircraft, as well as the ability to redeem and accrue Singapore Airlines KrisFlyer miles. Scoot was voted 2015. 2016 and 2017 Best Low Cost Airline (Asia/Pacific) by AirlineRatings.com and ranked in the Top 10 of the World's Best Low-Cost Airlines in 2015 by Skytrax. Scoot is passionate about changing the way people travel long distance. Book your tickets at FlyScoot.com or contact Call Centre. Find out more on FlyScoot.com, Facebook.com/FlvScoot. Instagram.com/FlyScoot, and Twitter.com/flyscoot.

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