

flydubai press pack 2018

About flydubai

From its home in Dubai, flydubai has created a network of more than 90 destinations and over the next decade the airline will see its fleet grow by up to 296 aircraft. Since commencing operations in June 2009, flydubai has been committed to removing barriers to travel, creating free flows of trade and tourism and enhancing connectivity between different cultures across its ever-expanding network.

flydubai has marked its journey with a number of milestones that represent the scale of the ambition planned for the airline:

- **An expanding network:** Created a network of more than 90 destinations in 48 countries across Africa, Central Asia, The Caucasus, Eastern Europe, The GCC and The Middle East, and the Indian Subcontinent.
- **Serving underserved markets:** Opened up more than 70 new routes that did not previously have direct air links to Dubai or were not served by a UAE national carrier from Dubai.
- **An efficient single fleet-type:** Operates a single fleet-type of 61 aircraft including Boeing 737 MAX 8 and Next-Generation Boeing 737-800 aircraft.
- **Record-breaking orders:** Placed the largest single-aisle aircraft orders in the region at the 2013 and 2017 editions of the Dubai Airshow.
- **Enhancing connectivity:** Carried 10.9 million passengers across its network in 2017.

For all our latest news, please visit the flydubai [Newsroom](#).

flydubai milestones

History at a glance:	
March 2008	The Government of Dubai announced formation of a new airline.
25 June 2008	The airline is to be named flydubai.
14 July 2008	flydubai placed its first aircraft order for 50 Next-Generation Boeing 737-800 at the Farnborough Air Show.
11 March 2009	flydubai announced its home base to be Terminal 2 at Dubai International Airport.
April 2009	flydubai announced its launch date, routes and prices.
18 May 2009	HH Sheikh Ahmed bin Saeed Al Maktoum, flydubai's Chairman, unveiled the carrier's first Boeing 737-800.
01 June 2009	flydubai officially took off with its first commercial service from Dubai to Beirut.
31 August 2009	Over 100,000 passengers travelled on flydubai within the first three months of operations.
November 2010	flydubai launched inflight entertainment.
01 January 2012	flydubai launched its cargo services.
13 February 2013	flydubai announced its financial results for the first time, for the full year 2012.
08 October 2013	flydubai launched Business Class.
17 November 2013	flydubai placed its second aircraft order for 75 Boeing 737 MAX aircraft and 11 Next-Generation 737-800s.
6 July 2014	flydubai opens its Business Lounge at Terminal 2
2014	flydubai launched 23 new routes in 2014
14 January 2015	flydubai celebrated the listing of 500 million US dollar Sukuk on NASDAQ Dubai.
25 October 2015	flydubai started operations from Al Maktoum International Airport, DWC.
26 April 2016	flydubai launched onboard WiFi and live television.
25 October 2016	flydubai launched OPEN rewards programme.
05 July 2017	flydubai launched its new uniform.
17 July 2017	flydubai and Emirates announced an extensive codeshare agreement.
11 November 2017	flydubai took delivery of its first Boeing 737 MAX 8 aircraft.
15 November 2017	flydubai placed its third and largest single-aisle aircraft order in the Middle East for up to 225 Boeing 737 MAX aircraft at the Dubai Airshow.
14 December 2017	flydubai started building its new headquarters.

27 March 2018	flydubai launched Holidays by flydubai.
29 March 2018	flydubai launched the flydubai mobile application.
11 June 2018	flydubai launched Home Check-in service in partnership with DUBZ and dnata.

flydubai in numbers

flydubai in numbers:	
03	aircraft orders. flydubai placed three aircraft orders since it began operations in 2009.
3.11	years. flydubai's aircraft have an average age of 3.11 years.
06	hours flying range from Dubai.
06	Boeing 737 MAX aircraft joined flydubai's fleet in 2017.
8.8	billion USD. flydubai's second aircraft order, placed at the Dubai Airshow in 2013, was worth 8.8 billion USD.
10	new routes. flydubai launched nine new routes in 2017.
10	seats are available in Business Class on flydubai's Boeing 737 MAX aircraft.
10.1	million USD. flydubai reported a net profit of 10.1 million USD for the full year 2017.
10.9	million passengers. flydubai carried 10.9 million passengers in 2017.
12	seats are available in Business Class on flydubai's Next-Generation Boeing 737 aircraft.
27	billion USD. flydubai's third and largest single-aisle aircraft order, placed at the Dubai Airshow in 2017 is worth 27 billion USD.
42	inches. The seat pitch in Business Class on flydubai's Next-Generation Boeing 737 aircraft is 42 inches.
48	countries. flydubai operates flights to 48 countries.
50	million passengers. flydubai carried 50 million passengers since it started operations in 2009.
61	aircraft. flydubai has a fleet of 61 aircraft, including Boeing 737 and Boeing 737 MAX aircraft.
71	underserved markets. flydubai opened up routes to 71 previously underserved markets, that did not have direct airlines from and to Dubai.
78	inches. The seat pitch in Business Class on flydubai's Boeing 737 MAX aircraft when the seat is fully reclined is 78 inches.
91	destinations are available on the EK/FZ codeshare network.
95	destinations. flydubai operates a network of 95 destinations.
114	nationalities. flydubai's staff have 114 different nationalities.
146	weekly flights. flydubai operates 146 weekly flights across the GCC.
156	seats are available in Economy Class on flydubai's Boeing 737 MAX aircraft.






162	seats are available in Economy Class on flydubai's Next-Generation Boeing 737 aircraft.
189	seats are available in flydubai's Next-Generation all Economy Class configured aircraft.
225	aircraft. flydubai placed its third and the largest single-aisle aircraft order in the Middle East at the Dubai Airshow in 2017, with up to 225 aircraft on order.
240	destinations. flydubai and Emirates have a combined network of 240 destinations.
296	aircraft are on order and due for delivery over the next decade.
1770	flights. flydubai operates 1770 weekly flights through its hub in Dubai.
4000	employees. flydubai has a workforce of over 4000 employees in the air and on the ground.

Awards

Year	Name of Award	Category
2017	Business Traveller Middle East Awards (Dubai, UAE)	Best Low-Cost Airline serving the Middle East
2017	Arabian Hotel Investment Conference	Leadership Award for Ghaith Al Ghaith
2017	Payload Asia Gala Dinner and Awards	X Factor Customer Choice Award“- Cargo
2016	Supply Chain and Transport Awards (Dubai, UAE)	Cargo Operator of the Year
2015	Air Finance Journal (London, UK)	Middle Eastern deal of the year
2014	CAPA Awards for Excellence in Aviation (Antwerp, Belgium)	Low Cost Carrier of the Year
2014	Airline Ratings Airline Excellence Awards (Sydney, Australia)	Best Low-Cost Airline: Middle East / Africa
2014	Inflight Regional Awards (Dubai, UAE)	Best content innovation
2014	Inflight Regional Awards (Dubai, UAE)	Best airline IFEC provider for the Middle East
2014	Impressive Debut Award (Moscow, Russia)	Creative Stand Design & Ambience
2014	CFM (Dubai, UAE)	Engineering / Maintenance
2014	Supply Chain and Transport Awards (Dubai, UAE)	Cargo
2014	Business Traveller Middle East Awards (Dubai, UAE)	Best Low-Cost Airline Middle East
2014	Global Transport Finance (London, UK)	Islamic Finance Deal of the Year
2013	Aviation Business Awards	Low Cost Airline of the Year
2013	Aviation Business Awards (Dubai, UAE)	Cargo Operator of the Year (Commercial Airline) – Highly Commended

2012	Mercury Awards (Abu Dhabi, UAE)	Systems and Process Development (in-flight service)
2012	Aviation Business Awards (Dubai, UAE)	Outstanding Contribution to Aviation
2012	World Low Cost Congress Awards (London, UAE)	Best Ancillary Revenue Innovation or Strategy
2012	Best Low-Cost Airline Middle East (Dubai, UAE)	Business Traveller Middle East Awards
2012	Golden Chariot Award (Russia)	Outstanding Expansion of Air Travel between UAE and CIS
2011	CEO Middle East Awards (Dubai, UAE)	Aviation CEO of the Year
2011	Business Traveller Middle East Magazine (Dubai, UAE)	Best Low-Cost Airline
2011	Asian Business Leadership Forum	Business Courage Award
2011	Middle East Excellence Awards Institute (Dubai, UAE)	Aviation Industry CEO Excellence Award
2011	Real Opinions Rating (Dubai, UAE)	Best value for money airline
2011	Aviation Business Awards (Dubai, UAE)	Low Cost Airline of the Year
2011	Aviation Business Awards (Dubai, UAE)	Personal Achievement of the Year
2011	Aviation Business Awards (Dubai, UAE)	Technology Implementation of the Year for the Lumexis IFE
2009	CEO Middle East Awards (Dubai, UAE)	Aviation CEO of the Year

flydubai senior management




Chairman	His Highness Sheikh Ahmed bin Saeed Al Maktoum	
Chief Executive Officer	Ghaith Al Ghaith	
Chief Commercial Officer	Hamad Obaidalla	
Chief Operations Officer	Kenneth Gile	
Chief Information Officer	Ramesh Venkat	

flydubai at a glance:

Innovating travel around the region

Nine years of convenient and reliable travel services

<p>About us</p> 	<p>Dubai is at the centre of aviation innovation, at the crossroads of east and west and at the heart of a dynamic global industry connecting people of all backgrounds and cultures from different parts of the world. Always looking at fresh ways to capitalise on its strengths and take this buoyant industry to new levels, the Government of Dubai ventured into an exciting area, backing a low-cost, low-fare business model. flydubai was born to provide convenient, reliable and affordable short-to-medium haul scheduled point-to-point non-stop commercial flights to the diverse multicultural population that makes up the largest city in the United Arab Emirates and to the wider customer base of the destinations it serves. In October 2013, the airline launched Business Class offering passengers greater choice, convenience and comfort, representing an evolution of its business model. More flights and more choice mean a huge boost for the burgeoning tourism industry and general trade and commerce in the UAE as the aviation sector is the country's economic driver.</p>
<p>Story behind our livery</p> 	<p>flydubai has a striking blue and orange livery with the colours reflecting both Dubai's landscape and coastline. Blue to represent the cool, calm waters of the Arabian Gulf; orange to bring home the hospitality of Arabian people and the warmth of the UAE's climate. The free-flowing bands of colour in shades of blue and orange demonstrate versatility, flexibility and adaptability – key attributes of flydubai's business strategy. Versatile enough to change to market conditions. Flexible enough to adopt new programmes and concepts quickly and efficiently. Adaptable to different environments. As CEO Ghaith Al Ghaith said: "As an airline we focus on simplicity, accessibility, new and innovative ways of interacting with our customers, operating as a modern, successful company. These are all things common to Dubai and we are keen to see that reflected in the livery of flydubai."</p>
<p>Network & destinations</p> 	<p>Since it started operations in June 2009, Dubai based flydubai has created an extensive network covering Africa, Central Asia, Europe, the Indian Subcontinent and the Middle East. Targeting high demand destinations, the carrier now serves more than 90 destinations in 48 countries, with over 70 new routes that did not previously have direct air links to and from Dubai. With more aircraft joining the fleet over the next decade, flydubai will continue to expand its network.</p>

Fleet 	<p>Since operations began in 2009, flydubai has built up a modern fleet of 61 aircraft including Boeing 737 MAX 8 and Next-Generation Boeing 737-800 aircraft. flydubai has the youngest fleet of narrow-body aircraft in the Middle East, averaging just around 4 years old. flydubai promotes its fleet as clean, efficient and highly productive. flydubai will see its fleet grow by up to 296 aircraft over the next decade, including 75 of the Boeing 737 MAX 8 variant for which deliveries will be completed by 2023 as well as 11 of the Next-Generation 737-800 aircraft from an USD 8.8 billion aircraft order placed at the Dubai Airshow in 2013. With the 737 MAX aircraft being more efficient using less fuel, passengers benefit greatly as the savings are passed onto them through lower fares.</p>
The MAX (6) 	<p>With the introduction of the new Boeing 737 MAX aircraft flydubai supports its ambition to continually evolve and exceed the expectations of its passengers who demand convenient and reliable travel services as well as an unrivalled onboard experience. With the new aircraft flydubai will have more opportunities to expand its network, to add frequency to high density routes, and to continue to open up underserved markets while remaining true to its low-cost principles of cost efficiency and flexibility.</p> <p>flydubai launched a new cabin offering with an aircraft interior designed to offer passengers a more comfortable travel experience in both Economy Class and Business Class. For the first time flydubai offers a flat-bed in Business Class and in addition to extra space and privacy, passengers can now sleep comfortably during their flight. The new flydubai Business Class also offers a 15.6-inch 1080p HD built-in touchscreen for hours of inflight entertainment and a large and stable tray table, ideal for a laptop to get work done.</p> <p>The new Economy Class features state of the art RECARO seats, which are designed to optimise space and comfort so passengers can sit back, relax and enjoy their flight. flydubai also offers exceptional inflight entertainment with a full HD, 11.6-inch screen, featuring a wide selection of movies, TV shows, music and games in English, Arabic and Russian.</p>
Next-Generation Boeing 737 (55) 	<p>The Next-Generation Boeing 737 aircraft are equipped with ergonomically-designed innovative lightweight seats from manufacturer RECARO. flydubai's Next-Generation Boeing 737-800 aircraft are configured with both Economy Class and Business Class, with the latter being introduced in 2013.</p> <p>The seats in Business Class have built-in lumbar support and come with Italian leather furnishing and dedicated universal power sockets for laptops and mobile devices. The in-seat power outlet is suitable for plugs from over 170 countries. Noise cancelling headsets enable passengers to enjoy thousands of hours of entertainment.</p>

Seats in Economy Class are high quality and their ergonomic comfort and innovative design sets them apart. With the seat pocket at the top of the seat, passengers get more legroom to stretch out and relax. Passengers can also enjoy flydubai's entertainment system with a choice of more than 2000 hours of movies, TV shows, documentaries, music and games as well as WiFi connectivity.

Technical specs flydubai aircraft

	Next-Generation Boeing 737-800	Boeing 737 MAX 8
Seats in Economy Class	162	156
Seats all Economy configured aircraft	189	-
Seats in Business Class	12	10
Length:	39.5 m (129 ft 6 in)	39.52 m (129 ft 8 in)
Wingspan:	38.5 m (117 ft 5 in)	35.9 m (117 ft 10 in)