



# BELAVIA'S FIRST BRANDED AIRCRAFT TO GO INTO SERVICE AFTER 20 AUGUST

News / Airlines



The first branded aircraft of the Belarusian air carrier Belavia will be put in use after 20 August, BelTA learned from Belavia Director General Anatoly Gusarov on 15 August.

The executive explained: “After the aircraft goes through the customs clearance process, we will have to send information about its certain parameters to the aviation authorities of other countries in order to get flight permits from them. Some countries give the permits fast, some do it slowly. The aircraft is scheduled for flights after 23 August but we hope it will be able to fly on 20 August at the latest.”

Anatoly Gusarov noted that the country to where the new Boeing will travel on its maiden commercial flight has not been determined yet.

The Boeing 737-800 aircraft left the manufacturing factory in Seattle, USA to land in the National Airport Minsk on 15 August. It bears a new livery. The aircraft is designed to offer 189 economy-class seats. The aircraft type boasts an increased flight distance and high fuel effectiveness. This aircraft is the first one of the three aircraft the Belarusian air carrier ordered from Boeing Commercial Airplanes in 2014. The other two are expected to arrive in Minsk in October and December 2016. According to Anatoly Gusarov, the company will need about 12 years to recoup the investments. The Director General also pointed out that the air carrier intends to continue the policy of gradually reducing the cost of flights with the availability of the new aircraft.

The Development Bank of the Republic of Belarus (DBRB) lent the money to Belavia for the sake of purchasing the three aircraft. DBRB Chairman of the Board Sergei Rumas explained that family capital money had been used for the project. "It is a long-term investment. If we talk about other projects that receive family capital investments, we will see primarily infrastructure projects. For instance, we use the money to build motorways. Besides, we have a number of commercial projects in the pipeline, on which we are going to decide soon," said the official.

The new Boeing 737-800 aircraft boasts new Boeing Sky Interior, which lamps allow passengers to more easily switch from one time zone to another and better handle nighttime flights. The interior design offers more space for hand luggage and more space for every passenger.

Belavia representatives stated that the development of the new livery took 1.5 years. The U.S. branding agencies Teague (the interior) and Paul Wylde (the livery) did most of the work involved in developing Belavia's new style. A corn flower is the central part of the new look. Belavia's new proprietary style will be used across the board: in the interior design of aircraft and office premises, the uniform of pilots and flight attendants, in document templates, the official website, in navigation and advertising surfaces.

Belavia is Belarus' largest air carrier. At present the company offers regular flights to 47 destinations in 28 countries in Europe and Asia.

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