



NOK AIR

Press Release



Nok Air Unveils New Slogan

Bangkok, (9 June 2016) – Nok Air, a Thai premium low-cost carrier unveiled a new slogan ‘**Nok Air...Smiling Across Asia**’, as part of an effort to revitalize the brand which reflects its international standard service that extends across Asia.

People in Thailand are familiar with the previous slogan ‘We Fly Smiles’ and today Nok Air is ready to move forward and look to the future by launching its new slogan ‘**Nok Air...Smiling Across Asia**’ reflecting the service plan to have a wider network with its route expansion and partnership with allied carriers.

“Our new slogan communicates our core message that we move forward to another level into the regional market. When the technology that we are developing with partner airlines is completed, Nok Air passengers will be able to book flights offered by partner airlines to more than 160 destinations across the Asia Pacific region. Nok Air focuses on routes into China since there is a large number of tourists traveling to Thailand. However, we began serving a number of China routes as regular charters which paved the way to upgrade to scheduled flights in the future.” **said Mr. Patee Sarasin, Nok Air’s CEO.**

In addition, the new slogan also reflects confidence, belief, and strength of the airline in operation, services offered, and various technologies used to provide comfort to passengers. Nok Air is a truly Thai airline that remains steadfast in each step it takes for making our passengers smiling across Asia.

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