



**FOR IMMEDIATE RELEASE**

## **AIRASIA X TO FLY THE MALAYSIAN CONTINGENT TO THE 2017 TOTAL BWF SUDIRMAN CUP**

**SEPANG, 27 April 2017** – AirAsia X announced today that the pioneering long-haul low-cost carrier is flying the national badminton team to Gold Coast, Australia in May to participate in the highly anticipated 2017 Total BWF Sudirman as part of the airline group's #DARETODREAM sports initiative.

A press conference hosted by **Benyamin Ismail, AirAsia X Berhad CEO** was held today at AirAsia global headquarter RedQ in the presence of **Datuk Ng Chin Chai, Honorary Secretary of the Badminton Association of Malaysia (BAM); Lawrence Chew Si Hock, General Manager of BAM; Morten Frost, Technical Director of BAM** along with national badminton players including **Mixed Doubles players Chan Peng Soon and Goh Liu Ying**.

**Benyamin Ismail** said, "It is our honour to be flying our national prides to Gold Coast, Australia for the Sudirman Cup. As the beloved sport for all Malaysians, this biennial badminton championship is something that we have been looking forward to and I am glad that AirAsia X can be part of the Malaysian team's journey to clinch the coveted title."

"After almost a decade since we started our unique direct service to Gold Coast, we are now operating 11 flights weekly to this idyllic destination from Kuala Lumpur, with daily onward flights to Auckland. Through our low fares, badminton fans from Malaysia, New Zealand and around the region can now fly to Gold Coast to catch the excitement and cheer for their favourite team by the court side. I will of course be cheering for the Malaysian team, and I wish the Malaysian contingent all the best," added Benyamin.

**Datuk Ng Chin Chai, Honorary Secretary of the BAM** said, "BAM is proud and honoured to have AirAsia X as our partner airline for the coming Sudirman Cup in Gold Coast. The support from the 8th time World's Best Low Cost Airline will spur our Sudirman Cup team to be the world best badminton team."

AirAsia has been instrumental in many sports initiatives over the years including football, motorsports, badminton, basketball and more. The airline group also recently announced its participation for the 29th SEA Games and 9th Asean Para Games as the Official Airline Partner and Gold Sponsor.

Under the #DARETODREAM sports initiative, AirAsia has supported many local athletes such as Track Cyclist and Keirin World Champion Azizulhasni Awang, National Diver and five-time Olympian Leong Mun Yee, Track Cyclist Fatenah Mustapa, promising bodybuilder athlete Faiz Ariffin, Go-Kart Driver Muizzuddin Musyaffa and many more. The airline group is also the proud sponsor of the AirAsia Malaysia Rugby League for rugby and AirAsia KL Junior League for youth football, with more sports engagement plans in the pipeline.

AirAsia X is the only airline that flies from Kuala Lumpur to Gold Coast, Australia with 11 weekly direct flights and onward connections to over 120 destinations across the region together with its short haul affiliate AirAsia. The airline group is also a close partner of Tourism and Events Queensland (TEQ) to jointly promote Gold Coast to Asia and beyond.

Follow the AirAsia's sports journey through the hashtag #DARETODREAM or Twitter ([twitter.com/AirAsia](https://twitter.com/AirAsia)) and Facebook ([facebook.com/AirAsia](https://facebook.com/AirAsia)) for latest AirAsia news and activities.

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# Press Release



## **About the AirAsia X Group**

AirAsia X is the long-haul, low-cost affiliate carrier of the AirAsia Group that serves 22 destinations across Asia, Australia, New Zealand and the Middle East. AirAsia X operates a core fleet of 30 A330-300s with a seat configuration of 12 Premium Flatbeds and 365 economy seats. The airline has carried over 19 million guests since commencing operations in 2007. AirAsia X was awarded the World's Best Low-Cost Airline Premium Cabin and Best Low-Cost Airline Premium Seat at the annual Skytrax World Airline Awards for four consecutive years from 2013 to 2016.

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