# Eva Air Introduces Gudetama Jet Comfort Flights

**Friday 25 November, 2016**

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***Relaxed Sanrio character adds new bright livery to EVA fleet***

Today sees the launch of EVA Air's specially branded Sanrio family aircraft, themed with an exclusive Gudetama theme. Adding to its existing and popular Hello Kitty and Sanrio-character services, EVA will operate the brightly liveried Gudetama Comfort flights on regional and short-range routes within Asia. The Gudetama Jet Comfort flight will operate on an Airbus A321-200 aircraft configured for 184 passengers, eight in business class and 175 in economy and is EVA's first specially painted A321.

EVA Air President, Derek Chen, comments: "*Since EVA and Sanrio launched our first generation of Hello Kitty Jets in 2005, our specially painted aircraft have been popular among our passengers all over the world. To keep our themed flights fresh, lively and fun for our passengers, we chose superstar Gudetama to join our fleet. Different from the sweet image of Hello Kitty, Gudetama symbolises a laidback, relaxed style of travel. With EVA, travel is easy, comfortable, reliable and completely relaxing. It's a travel style that's perfect for busy people with hectic schedules. Our new Gudetama plane also equips us to offer more variety and attract more passengers*."

Born in 2013, Gudetama is an egg with arms and legs and one of Sanrio's youngest and most popular characters. Cute and easy-going, Gudetama is always sunny-side-up on EVA's aircraft and the new livery captures the relaxing spirit of the bright yellow Gudetama as he leisurely packs his sunglasses, camera, hat and bacon blanket into his bag, as he prepares to fly away on a memorable holiday. Gudetama branding is also evident on items within the aircraft with flight attendants wearing aprons embellished with the Gudetama design and passengers use in-flight service items depicting the loveable character. Items include Gudetama headrest covers, pillows, safety cards, beverage menus, disposable hand towels, tray mats, napkins, cups, meal boxes, food trays, chopstick wrappers, utensils, meals, snacks, floss picks, slippers and playing cards.

As a special treat, the airline is inviting passengers and fans to pre-order Gudetama aircraft models and travel kits on the EVA Skyshop website from 24th November and collect their items on board when they fly. In addition, in order for passengers to have a souvenir from their flight, EVA will be launching some more Gudetama products in the near future.

EVA's Gudetama Jet Comfort flight aircraft joins four Hello Kitty planes on regional flights from Taiwan to Japan, Korea and Mainland China. Each with its own unique theme, the specially painted short-haul aircraft are named the EVA Hello Kitty Magic, Apple, Global and Speed Puff Jets. The airline also flies two Sanrio family-themed Boeing 777-300ERs on long haul routes; the Hello Kitty Hand-in-Hand jet to serve paris and the Hello Kitty Shining Star Jet on Houston flights.

The new EVA Gudetama Jet Comfort flight (BR196) will depart Taipei's Taoyuan International Airport at 3.20pm and arrive at Tokyo's Narita International Airport at 7.20pm. Return flight (BR195) will depart narita International Airport at 8.20pm and arrive back in Taipei at 11.25pm.

More information on the new plane and EVA's other Sanrio-family aircraft can be seen at: www.evakitty.evaair.com/en/

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**About EVA Air:**

EVA Air, a Star Alliance member, was formed in 1989 as Taiwan's leading independent airline. It is part of the respected Evergreen Group and a sister company to global container-shipping leader Evergreen Line. It flies to more than 60 international destinations throughout Asia, Oceania, North America and Europe where gateways include London, Paris, Amsterdam and Vienna. It operates daily nonstop flights from London Heathrow to Bangkok that continue to Taipei where passengers can easily connect on to every major city in Asia, including close to 30 gateways in Mainland China. It has a reputation for innovation, warm, friendly service and an impeccable safety record. EVA Air launched the industry's first premium economy cabin in 1992. Named Elite Class, this cabin was voted Best Premium Economy in an annual SKYTRAX poll. SKYTRAX also rated EVA Air as one of the World's Top-10 Best Airlines and No. 1 for Cleanest Cabins for 2015.

For more information, please visit: www.evaair.com

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