WOW! Transatlantic flights from just £99 one way!

Thursday 23 October, 2014

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Iceland's only low-cost airline, WOW air, launches flights from London Gatwick to Boston and Washington DC

WOW air, Iceland's only low-cost airline, has today announced flights to the USA beginning in April 2015 from just **£99 one way** including taxes from the UK[1]. Flights will depart London Gatwick to both Boston and Washington DC via Reykjavik in Iceland, offering the cheapest connection between Europe and North America.

WOW air's flights to the USA will allow passengers to enjoy either Boston or Washington DC. Passengers will be able to continue on to their destination shortly after landing at Iceland's Keflavik International Airport from the UK. Flights will begin to Boston Logan International Airport (BOS) on 27 March 2015 followed by Baltimore Washington International (BWI), commencing on 4 June 2015.

Skúli Mogensen, CEO of WOW air, said: "This is just the beginning of our plans to transform low-cost transatlantic flights. Not only are we providing flights to the USA for less than a standard London to Edinburgh train ticket[2], we're opening the market to a whole new market of travellers who might previously not have been able to afford transatlantic travel.

"The low-cost airline market is scrambling to offer cheap flights to North America and I'm happy that we'll be amongst the first to do so and at a price point that will no doubt cause our rivals to re-evaluate their plans."

The flights from Reykjavik to the USA will be operated using Airbus A321 Extended Range aircraft. WOW air's existing Airbus A320 family aircraft will carry passengers from London Gatwick to Reykjavik on the first leg of the journey.

Tickets for the US flights will be on-sale from Thursday 23 October 2014.

For more information on flights to Iceland and the USA please visitwww.wowair.co.uk.

-Ends-

[1] Based on lowest one way fare including taxes and charges booked onwww.wowair.co.uk. Available for travel from the UK on Mondays and Tuesdays. Available for travel: 30 March 2015 – 15 June 2015. Restrictions and baggage fees may apply.

[2] £125.80 as of 16 October 2014

Notes to editors:
Skúli Mogensenis available for phone interviews. Skúli is the founder, CEO and owner of WOW air and spent 20 years as an entrepreneur before setting up the airline in 2011. This included setting up OZ Communications, then sold onto Nokia in a multi-million dollar deal. This business success, combined with initiatives such as the WOW Cyclothon have led to Skúli being likened to the Icelandic Richard Branson.

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About WOW air

WOW air is Iceland's only low-cost airline and the most punctual, with 88% of flights arriving on time in 2013.

WOW air offers the lowest fares, a modern fleet with the lowest emissions and the biggest smile; this is the WOW air promise to its valuable customers.

WOW air flies daily from London Gatwick to Reykjavik with twice-daily flights currently on Sunday, Monday and Thursday.

The airline flies to London, Paris, Berlin and Copenhagen from Reykjavik all year-round and offers additional winter and summer destinations.

Created in November 2011 by Icelandic entrepreneur Skúli Mogensen, the purple airline flies four Airbus A320 aircraft.

WOW air was ranked as the 7th best low-cost airline in Europe at the 2013 and 2014 Skytrax World Airline Awards and was the youngest airline in the top ten.

For more information: www.wowair.co.uk

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