



PRESS RELEASE

ITA Airways Launches “Inspired by Alitalia” on Three New Generation Aircraft

Rome, February 14, 2025 – Starting on February 15, ITA Airways will introduce the “Inspired by Alitalia” sticker on three new generation aircraft in its fleet.

After being announced on September 27, 2024, and gradually rolled out across strategic touchpoints such as the app and website, ITA Airways has decided to pair this expression with its brand as a declaration of deep gratitude for a history that the airline is proud of.

The first aircraft to sport this phrase on its livery will be a state-of-the-art Airbus A350, which operates on long-haul routes, and it will debut on Saturday, February 15, 2025, flying on the Rome Fiumicino - Tokyo Haneda route. In the 2025 Summer season, “Inspired by Alitalia” will also be showcased on two more aircraft, an Airbus A321neo, used for medium-haul routes, and an Airbus A220-100, primarily operated on short-haul flights.

In this way, ITA Airways continues to work towards being the airline of choice for those not only wishing to fly to Italy but also carrying Italy in their hearts. The Alitalia brand, a key asset owned by ITA Airways, honors the history of aviation and the country with its pioneering excellence in air transport. Through this concrete and ambitious project, ITA Airways aims to associate the Alitalia brand with its own distinctive “ITA Airways” logo, reinforcing its values of excellence in air transport that are universally recognized worldwide.

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About ITA Airways

ITA Airways is the Italian reference carrier. The Company is 59% owned by the Ministry of Economy and Finance and 41% by Deutsche Lufthansa AG. ITA Airways operates both passenger and cargo air transport services, providing Italy with high-quality connectivity to international destinations, supporting tourism and foreign trade, as well as domestic connectivity within the Country, also leveraging integrated mobility. Through strong digitization of processes to ensure the best possible experience and personalized services, ITA Airways places customer service at the core of its strategy. This is combined with a commitment to sustainability, which encompasses environmental aspects (such as a young, technologically advanced fleet to reduce environmental impact), social aspects (a strong focus on its employees and the communities in which it operates), and governance aspects (integrating sustainability into internal strategies and processes).