

## **Turkish Airlines to fly with new “Invest in Turkey” livery**

Turkish Airlines will carry an “**Invest in Turkey**” livery on one of its flagship A330 aircraft in an effort to draw attention to investment opportunities in Turkey.

Having been named the “Best Airline in Europe” in 2015 for the fifth time in a row, and flying to a total of 283 destinations in 111 countries [50 domestic and 233 international], Turkish Airlines has been called upon to use its globally recognized brand to help attract international investors to Turkey. Turkish Airlines will support the Republic of Turkey Prime Ministry Investment Support and Promotion Agency (ISPAT) by writing “**Invest in Turkey / Türkiye’ye Yatırım Yapın**” on the body of the TC-JIZ registered Airbus 330 in its fleet.

**İlker Aycı, Chairman of the Board and the Executive Committee of Turkish Airlines,** and **Arda Ermut, President of ISPAT,** unveiled the “**Invest in Turkey**” plane at a meeting held at Turkish Airlines Technic’s new maintenance facility.

İlker Aycı said that this was the first time in Turkish Airlines’ history that the message of “Invest in Turkey” appeared as part of a plane’s livery. Aycı, who also served as the President of ISPAT from January 2011 to April 2015, emphasized that applying a livery on a plane would contribute significantly to the promotion of Turkey.

“We would like to draw the world’s attention to investing in Turkey by applying an exclusive ‘Invest in Turkey’ livery on an Airbus 330 in Turkish Airlines’ fleet,” said Aycı. “This text will travel around the world on the plane and invite foreign investors to Turkey. The new livery is just the latest in a series of collaborations between Turkish Airlines and ISPAT. Earlier this



REPUBLIC OF TURKEY PRIME MINISTRY  
INVESTMENT SUPPORT AND  
PROMOTION AGENCY



YOUR ONE-STOP-SHOP  
IN TURKEY

invest.gov.tr

year Turkish Airlines changed the Wi-Fi password in its CIP lounge at Ataturk Airport to 'investinTurkey' to increase visibility among potential investors; now we are taking this same message to the skies."

ISPAT President Arda Ermut said this collaboration with Turkish Airlines has been a source of motivation for the agency. "The synergy between two prominent organizations such as our Investment Agency [which has assumed the mission of promoting Turkey's investment climate to the global business community and serving as a one-stop solution partner for all ventures of international investors] and Turkish Airlines [the national flag carrier airline] grows stronger every day."

Ermut said that ISPAT, which was founded as part of Turkey's innovative, competitive, and prosperous vision, plans to continue being a driver of the country's profound transformation over the past 12 years by helping to channel Turkey's vast potential towards investment projects of high added-value and that incorporate new technologies. He added, "As an organization that has used many different platforms so far to promote Turkey – an island of stability in its region – to the international business community and raise awareness of Turkey's investment environment, the rise of this plane that will carry our slogan 'Invest in Turkey / Türkiye'ye Yatırım Yapın' to skies will be a source of pride for us.

"From now on, ISPAT will have an opportunity that has probably not been offered to any other investment agency in the world. We will be present in a brand new channel: the sky. I hereby would like to extend my gratitude to the Chairman of the Board and the Executive Committee of Turkish Airlines, İlker Aycı, in person, and to our national flag carrier airline, which has been named the Best Airline in Europe five years in a row, which flies to the highest number of destinations in the world, and which assumes a great responsibility in carrying the brand of Turkey, for its contributions to promoting Turkey with this plane bearing a livery with the Agency's slogan."