Beat: Travel

THE AIR FRANCE AIRLINE UNVEILS JOON ITS NEW LOW COST SUBSIDIARY

STRATEGIC PLAN CALLED THE TRUST

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USPA NEWS - The airline Air France revealed on Thursday the name of its low-cost subsidiary, Joon, whose principle had been approved on July 17 by the leading French union of pilots. Destinations and flights will be announced in September. The first aircraft carrying the company's blue logo will welcome passengers in the fall. Joon will initially propose short and medium-haul flights. Then, next year, it will tackle the long-haul market.

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The main component of a new strategic plan called "Trust Together", this project will enable the group to revive in the face of increasingly fierce competition from low-cost companies and the Gulf companies.----------
The name of the mark had been carefully kept secret. The company had it discreetly filed, at the end of June, at the Inpi by the firm that manages the legal protection of its brands. source : Air Farnce

Article online:
https://www.uspa24.com/bericht-11986/the-air-france-airline-unveils-joon-its-new-low-cost-subsidiary.html

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