

Ali Sabancı

Ali I. Sabancı, a third generation member of the the renowned Sabancı family is a Turkish businessman.

Ali was born in Adana, Turkey, in 1969, the second child and youngest son of Sevket Sabancı. Between 1987 and 1991, he was educated in political science and economics at Tufts University in Medford, Massachusetts, United States. He then worked in Morgan Stanley & Co. Inc. for two years as a financial analyst. Ali attended the Columbia Business School in New York in 1993, and earned his master's degree in international finance in 1995.

He then returned to Turkey, where he worked in a branch office of family owned Akbank. In 1997, Ali was appointed head of

“a member of the Sabanci family in third generation, is a Turkish businessman”

projects in Sabancı Holding, Turkey's second biggest industrial and financial conglomerate, and became in head of strategy and business development in June 2001.

Currently, he is the chairman of Pegasus Airlines. He is married to his schoolmate from university, Vuslat Doğan Sabancı, daughter of media mogul Aydın Doğan and vice president of Hürriyet Newspapers. They have two sons, Beket Emrecan and Kaan Ali.



As airlines flounder under rising fuel costs and a global economic slow-down, Turkey's tourism sector paints a different picture; not only has it overtaken Spain as No. 1 package destination for Brits this year, Turkey's second largest scheduled airline after national carrier THY, Pegasus Airlines, has increased frequency on its London (Stansted) - Istanbul (Sabiha-Gökçen) / North Cyprus (Ercan) route, scaling up to daily flights and launching a direct Bodrum service in May of this year.

To publicize this exciting development, Pegasus Airlines has recently launched a

new print, outdoor, radio and online advertising campaign in the UK.

"By investing in London and increasing the frequency this route, we are able to offer our passengers greater choice and flexibility than ever before," said Ali Sabanci, the airline's Chairman, who forecasts annual growth to continue at a projected 20%.

The UK has seen a huge surge in visitors to Turkey with a 10% year on year increase in the first four months of this year alone, combining tourists, business travellers and summer-home owners.



Pegasus Airlines is one of Turkey's many success stories in recent years and perfectly poised to capture a growing share of the British market as they increasingly turn to holiday destinations outside the Euro zone as the credit crunch continues to bite. The airline has flown over 10 million passengers since launching scheduled flights in 2005.

The airline has also celebrated its status as one of Turkey's Superbrands as well as winning the coveted 'Fastest Fish' award for its fast growth and dynamic and innovate corporate strategy.

Adopting a low-cost model, Pegasus Airlines are priced from £39.99 one-way including taxes and charges and 20 kg free check-in baggage allowance and 8 kg free hand baggage allowance. As general manager Sertac Haybat explains, they are competing with Easy Jet on the Istanbul Sabiha-Gokcen route, but Pegasus' advantage lies in its extensive domestic network, making it easy to fly onwards to destinations across Turkey and North Cyprus, bringing a huge array of holiday destinations within easy reach from Bodrum and Izmir on the Aegean, Cappadocia near Kayseri to Dalaman and Antalya on the Turkish Riviera - and North Cyprus in just over an hour. And again, being outside the Euro-zone, these destinations offer great value to families who are unwilling to give up their holidays abroad despite increasing prices at home.

Pegasus Airlines was first established in 1990 as a charter operation but has been flying scheduled services since 2005. Recording stellar growth in recent years, Pegasus Airlines is now the largest privately owned airline in the country, and is also well on its way to building the youngest fleet in Turkey, taking delivery of its newest aircraft in February 2009, with a projected fleet size of 43 by 2015.

Pegasus Airlines' board of directors also features a stellar cast of airline doyens, from Moritz Suter who was previously at the helm of Crossair, to Mike Lee, who has had experience at British Airways, MyTravel Group and the UK's National Air Traffic Services. Former easyJet Chief Executive Ray Webster also sits on the Pegasus Airlines board.

WHY FLY PEGASUS ?

- * Pegasus is Turkey's leading low-cost airline, making it easy to explore Turkey and connections across Europe for less
 - * Focus on safety, customer service and value for money
 - * Extensive domestic network of 17 connections across Turkey, North Cyprus, and a further 14 destinations across Europe
 - * 20k free check-in baggage allowance on flights to and from the UK plus 8k hand luggage allowance
 - * Member of IATA
 - * Safety is a priority for Pegasus Airlines, whose own Flight Training Academy ensures cabin and maintenance are trained to above and beyond necessary requirements
 - * Average 91% on-time performance
 - * The first airline to publish monthly on-time performance success rates online in Turkey
- By end-2009, the Pegasus Airlines fleet will reach 24 aircraft and by 2015, total fleet size is projected to reach 43.

Flights can be booked online at www.flypgs.com

