

# "Liverpool FC Asia Tour 2013" Arrives in Jakarta Onboard Garuda Indonesia Special Flight

Jakarta, Indonesia, July 17, 2013 - (ACN Newswire) - As its "Global Official Airline Partner of Liverpool FC" Garuda Indonesia flies Liverpool FC to and through Asia on their LFC Asia Tour 2013 in Jakarta, Melbourne and Bangkok. Today, Wednesday, 17 July 2013, Liverpool FC arrived at the Halim Perdana Kusuma Airport in Jakarta onboard the special Garuda Indonesia A330-300 aircraft that carried them from the John Lennon Airport in Liverpool to Jakarta, and will later transport them to Bangkok and Melbourne as part of their "Asia Tour 2013", before bringing them back home to Liverpool. Following the agreement signed in July 2012 between PT Garuda Indonesia (Persero) Tbk. and Liverpool FC, Garuda Indonesia has taken up the role as the club's "Official Global Airline". During their "Asia Tour 2013", Liverpool will fly onboard the special Airbus 330-300 wide body aircraft, which has a seat capacity of 257 passengers, consisting of 42 seats in the executive class and 215 in the economy class. The aircraft also sports a customized logo of Liverpool FC and the slogan "You'll Never Walk Alone", which is synonymous with the team. The A330-300 airplane has carried Liverpool FC's team manager Brendan Rodgers and the club's first team squad, including the likes of Steven Gerrard and new signing Luis Alberto from Liverpool to Jakarta (stopping over in Abu Dhabi), and will continue to transport them onwards to Melbourne (Australia) and Bangkok (Thailand) as part of the "Liverpool FC Asia Tour 2013". During the "Liverpool FC Asia Tour 2013", Liverpool FC will play a pre-season game against Indonesia's national team on Saturday, 20 July 2013 at the Gelora Bung Karno (GBK) Stadium, Jakarta. Garuda Indonesia's partnership with Liverpool FC is part of the airline's strategy to increase its "brand awareness" in the international market through "marketing communications" program, specifically "co-brand" program and joint "channel" between Garuda Indonesia and Liverpool FC. As part of the agreement with Liverpool FC, Garuda Indonesia has the opportunity to carry out various marketing campaigns in conjunction with the team. This includes Garuda advertisements on electronic advertising hoardings around the edge of the Anfield pitch during home games, which are broadcasted by top TV networks to international viewers all over the world. In addition, Garuda Indonesia has also been given access to reach over 10 million fans through Liverpool's official Facebook account and 1 million of Liverpool's Twitter "followers". On the other hand, the partnership between Garuda Indonesia and Liverpool FC is in line with the airline's transformation and expansion program through "Quantum Leap 2011-2015" and its strategy to become a "Global Player". Besides holding an open training session and playing a pre-season game in Indonesia, Liverpool will also officiate at the launching ceremony of the limited edition "Garuda Indonesia - Liverpool Football GFF Club Card" on 19 July 2013. About PT Garuda Indonesia (Persero) Tbk. Garuda Indonesia is the flag carrier of Indonesia and serves as a full service airline. Garuda Indonesia currently operates 82 aircrafts and serves 33 domestic and 18 international destinations in Asia (Regional Southeast Asia, Middle East, China, Japan and South Korea), Australia, and Europe (The Netherlands). As a result of its concern to safety, Garuda Indonesia received IOSA (IATA Operational Safety Audit) as proves that the airline has fulfilled global best practice in safety and security procedures. Apart from the main business as full service airline, Garuda Indonesia Group also consists of Strategic Business Unit (SBU) and Subsidiaries. The SBUs are Garuda Cargo and Garuda Medical Center. The subsidiaries are PT Citilink Indonesia as Low Cost Carrier (LCC); PT Aerowisata (hotel, ground transportation, travel agent and catering); PT Abacus Distribution Systems Indonesia (global distribution system); PT Aero System Indonesia/Asyst (provider of IT services for the travel and transportation industry), and PT Garuda Maintenance Facility or known as GMF AeroAsia (aircraft maintenance, repair, and overhaul). In February 2011, Garuda Indonesia has taken historic step to become a public company and listed in Indonesia Stock Exchange. For more information, please visit [www.garuda-indonesia.com](http://www.garuda-indonesia.com). Contact: Pujobroto VP Corporate Communications PT GARUDA INDONESIA (PERSERO) Tbk [pujobroto@garuda-indonesia.com](mailto:pujobroto@garuda-indonesia.com)

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