

AIRLINK AND PUMAS SIGN HEADLINE SPONSORSHIP AGREEMENT

19 January 2022

Johannesburg – Airlink, the privately owned independent regional airline, and the Pumas rugby team are firming up their long-standing partnership with a headline sponsorship agreement which sees the team re-branding as the “Airlink Pumas”.

Airlink has been closely associated with the Mpumalanga-based Pumas rugby team for the past seven years.

“The decision to consummate a closer partnership follows a mutually-successful association which began many years ago. It reflects our long-standing commitment to supporting economic development in the province and its communities. Kruger Mpumalanga International Airport is a key destination for many of our business and leisure customers and we are proud to promote the region through our partnership with the Pumas, with which we have shared values, ethics and a never-say-die competitive approach,” explained Airlink CEO and Managing Director, Rodger Foster.

“The team has won many supporters across South Africa and around the world and when its new captain, Phumzile Maqondwana, leads the newly-named Airlink Pumas out against the Sigma Lions at Ellis Park later today, it will mark the start of a new exciting phase for all of us. We wish Marius van Rensburg, CEO, Jimmy Stonehouse, Director of Rugby, and the entire team all the best for the 2022 season. We know you’ll make us all proud”, said Mr Foster.

Airlink is continually extending its network and will use this Airlink Pumas partnership to create opportunities for all its business partners.

About Airlink

Airlink was established in 1992 and is an independent, privately-owned, full-service premium airline. Choice and reliability are Airlink hallmarks, with the airline serving more than 45 destinations in 13 countries throughout Southern Africa, Madagascar and St Helena Island*.

Airlink has commercial partnerships with several of the world’s major network airlines, including United, Qatar, Lufthansa, British Airways, Delta, Air France / KLM and Emirates, which enables our passengers to fly seamlessly to and from their destinations.

Airlink is ranked as South Africa’s most punctual airline, with its fleet of more than 50 modern jetliners achieving a 97.33% average on-time performance** for the year to date. Airlink is an International Air Transport Association (IATA) member and accredited under its safety audit program.

* Flights serving Madagascar and St Helena Island will resume when the current travel restrictions are lifted.

**measured by the Airports Company South Africa.

Distributed on behalf of Airlink and the Airlink Pumas

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