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IAG CARGO INCREASES FOCUS ON SMALLER FORWARDERS

Carrier launches global loyalty programme aimed at small and medium sized forwarders

IAG Cargo has launched a new loyalty programme named FWD.Rewards which is aimed at the small and medium sized forwarder market. The programme will allow businesses to earn points every time they ship, which can then be converted into commercial flights, hotel stays or cargo credit.

“The programme has been developed in partnership with our customers,” comments **David Shepherd, Commercial Director at IAG Cargo**. “Our global research showed that the key priority for smaller forwarders is to grow their business, while a major concern is ensuring the retention of their most valuable members of staff. We have therefore developed a loyalty scheme that will support our customers in helping them both in growing their business and rewarding members of staff with incentives and recognition.”

New and existing small to medium forwarders will be able to sign up and access the new loyalty programme at www.fwdrewards.iagcargo.com. The new site allows customers to easily manage their points and redemptions from one central dashboard, whether this is via desktop, tablet or mobile.

Adam Chaudhri, Head of Marketing and External Communications at IAG Cargo commented: “Our SME customers are hugely important to us and face different challenges compared to many larger organisations. We want a loyalty scheme that speaks directly to those SME customers and recognises the bespoke needs of those businesses. With our new loyalty scheme, customers can now earn points that are redeemable against flights, hotels and cargo credit. We believe that with these rewards, we can help our customers reduce their costs and grow their businesses.

ENDS

IAG Cargo is the single business created following the merger of British Airways World Cargo and Iberia Cargo in April 2011. Following the integration of additional airlines and brands into the business, including Aer Lingus, Vueling and LEVEL, IAG Cargo now covers a network of over 350 destinations.

In 2016 IAG Cargo had a commercial revenue of €1022 million. It has a combined workforce of more than 2470 people covering a global network of over 350 destinations.

Its parent company, International Airlines Group, is one of the world's largest airline groups with 548 aircraft. It is the third largest group in Europe and the sixth largest in the world, based on revenue.

For further information on IAG Cargo, please visit the IAG Cargo YouTube channel:

<http://www.youtube.com/user/IAGCargo> or alternatively, visit the IAG Cargo website:

<https://www.iagcargo.com>