

Amsterdam, 21 February 2018

## **Turkish Airlines official sponsor of The Dutch Masters - Indoor Brabant 2018**

*Turkish Airlines, the airline that flies to more countries than any other airline with their motto 'Widen Your World', is a new official sponsor of the equestrian event The Dutch Masters - Indoor Brabant among the brands such are Rolex, Audi and VDL Groep.*

The Dutch Masters - Indoor Brabant takes place in the Brabanthallen in 's-Hertogenbosch this year, from March 8th until March 11th. From this year the event is a part of the Grand Slam tournaments, together with CHIO Aachen, CHI Geneva and CSIO Spruce Meadows in Calgary and belongs to the world's absolute top and enters the highest category of the professional horse sport.

Cengiz Inceosman, the Country Director the Netherlands of Turkish Airlines commented: "Turkish Airlines as one of the most prestigious airlines in the world is delighted with the opportunity to offer support to such an esteemed sport event. Our goal overcomes just transporting the passengers: our mission is to offer supreme experience in discovering the world. This high-quality sport event perfectly matches these goals, which led to this sponsorship. "

The Dutch Masters - Indoor Brabant offers four days of unparalleled jumping competitions with among others already nine riders of the World's top ten ranking included and World Cup dressage competitions as well with a spectacular finale on Sunday, March 11<sup>th</sup> where as a head sponsor, Turkish Airlines will raffle 2 business class tickets among the visitors to any of their destinations, just right before the start of the Grand Slam Grand Prix jumping competition.

## Turkish Airlines Inc. Media Relations

### About Turkish Airlines:

Established in 1933 with a fleet of five aircraft, Star Alliance member Turkish Airlines is a 4-star airline today with a fleet of 330 (passenger and cargo) aircraft flying to 300 destinations worldwide with 251 international and 49 domestic. According to the 2017 Skytrax survey, Turkish Airlines, already having a six consecutive years of **"Best Airline in Europe"** award between 2011-2016, now chosen as the **"Best Airline in Southern Europe"** for the ninth consecutive times. Having won the **"Best Economy Class Onboard Catering"** award in 2010, Turkish Airlines also awarded as the World's **"Best Business Class Onboard Catering"** in 2013, 2014 and 2016, and 2017. Winning the **"World's Best Business Class Lounge"** award in 2015 and 2017, the global carrier also picked up the World's **"Best Business Class Lounge Dining"** award for the third consecutive years according to this year's survey results. More information about Turkish Airlines can be found on its official website [www.turkishairlines.com](http://www.turkishairlines.com) or its social media accounts on [Facebook](#), [Twitter](#), [Youtube](#), [LinkedIn](#), and [Instagram](#)

### About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer worldwide reach, recognition and seamless service to the international traveller. Its acceptance by the market has been recognized by numerous awards, including the Air Transport World Market Leadership Award and Best Airline Alliance by both Business Traveller Magazine and Skytrax. The member airlines are: Adria Airways, Aegean Airlines, Air Canada, Air China, Air India, Air New Zealand, ANA, Asiana Airlines, Austrian, Avianca, Avianca Brasil, Brussels Airlines, Copa Airlines, Croatia Airlines, EGYPTAIR, Ethiopian Airlines, EVA Air, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shenzhen Airlines, Singapore Airlines, South African Airways, SWISS, TAP Portugal, Turkish Airlines, THAI and United. Overall, the Star Alliance network currently offers more than 18,450 daily flights to 1,300 airports in 190 countries. Further connecting flights are offered by Star Alliance Connecting Partner, Juneyao Airlines.