

## NEW LATAM BRAND WINS IF DESIGN AWARD

- The IF Design Award is one of the most prestigious international awards in the design world.
- Winners of the award are included in the IF World Design Guide, a digital platform that establishes excellence in international design.
- LATAM and Interbrand were recognized in the "New Brand Identity" category of the IF Design Award for the creation of the new brand LATAM.

**Santiago, March 4, 2016** – The new brand LATAM, which will be adopted gradually by LAN, TAM and their affiliates, has received international recognition. The agency Interbrand, which developed the project, won the IF Design Award 2016 in the "New Brand Identity" category for designing the LATAM brand.

The IF Design Award is one of the most prestigious international design awards. Each year, it recognizes companies from all over the world in various categories, such as interior and service design, communication, products, architecture, etc.

*"We're very pleased to have won the IF Design Award for our new brand identity, which reaffirms our commitment and joint efforts with Interbrand to give life to LATAM. This is a long process that is not over yet. We're building the identity of a company that was born and raised throughout various Latin American countries and aims to offer not only the best network of destinations, but also the best travel experience for our passengers"* commented Jerome Cadier, LATAM Marketing VP.

According to Beto Almeida, this is the first genuinely Latin American brand since its origin. *"From LATAM to the World, from the World to LATAM perfectly summarizes what we want to express with this new symbol,: elegant and efficient on the outside with the colors indigo and white, and at the same time warm and caring on the inside as represented by the color coral. The name LATAM not only combines the legacies of LAN and TAM, but also accurately represents the company's commitment to becoming an industry reference in this region".*

The creation of LATAM, the new brand of LAN and TAM, is based on a comprehensive study conducted in over ten countries and represents a historical feat in the aviation industry, since is the first airline group to merge itself into a single brand. This is why the name LATAM incorporates the most valued attributes and strengths of LAN and TAM, as well as their histories stretching back 86 and 39 years respectively, during which they became part of the region's history and contributed to its growth, development and connectivity

The LATAM logo was inspired by the region's identity and legacy and it also incorporates the best of LAN and TAM. Its main colors are indigo and coral, which were inspired by the blue and red of LAN and TAM. Indigo represents efficiency and elegance, while coral reflects passion and caring for the customer, all of which are key differentiators of the brand. Both colors complement each other, which makes reference to the continent's diversity.

The colors also express the company's values and identity: attentive, assertive, passionate and elegant. All of the information available on the LATAM brand can be found at [www.latam.com/building-latam/](http://www.latam.com/building-latam/)

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## The award

The design of the new brand LATAM will be showcased in Hamburg, Germany, together with the other winners, at a very important event for the international design community. The winners will also receive a seal on their products and will be included in the IF World Design Guide, a digital platform that establishes excellence in design.

### About LATAM Airlines Group S.A.

LATAM Airlines Group S.A. is the new name given to LAN Airlines S.A. as a result of its association with TAM S.A. LATAM Airlines Group S.A. now includes LAN Airlines and its affiliates in Peru, Argentina, Colombia and Ecuador, and LAN Cargo and its affiliates, as well as TAM S.A. and its subsidiaries TAM Linhas Aereas S.A., including its business units TAM Transportes Aereos del Mercosur S.A., (TAM Airlines (Paraguay) and Multiplus S.A. This association creates one of the largest airline groups in the world in terms of network connections, providing passenger transport services to about 135 destinations in 24 countries and cargo services to about 144 destinations in 26 countries, with a fleet of 323 aircraft. In total, LATAM Airlines Group S.A. has approximately 52,000 employees and its shares are traded in Santiago, as well as on the New York Stock Exchange, in the form of ADRs, and Sao Paulo Stock Exchange, in the form of BDRs.

LATAM Airlines Group announced that LATAM is the new brand for LAN Airlines, TAM Airlines and Affiliates. LATAM Airlines Group is currently working on the gradual roll-out of the new corporate brand image. The first changes will be visible starting in the first half of 2016.

Each airline will continue to operate under their current brands and identities. For any inquiry of LAN or TAM, please visit [www.lan.com](http://www.lan.com) or [www.tam.com.br](http://www.tam.com.br), respectively. Further information at [www.latamairlinesgroup.net](http://www.latamairlinesgroup.net)

### Sobre Interbrand

Interbrand é a consultoria de marca líder no mundo, com uma rede de 31 escritórios em 27 países. Desde sua fundação em 1974, a Interbrand vem mudando a maneira como o mundo vê as marcas: de um sinônimo para a palavra "logo", para o ativo mais valioso e a mais completa tradução da estratégia de negócios de uma empresa.

Editora do influente ranking anual Best Global Brands e do premiado blog brandchannel, vencedor do Webby Award, a Interbrand acredita que as marcas têm o poder de mudar o mundo – e ajuda seus clientes a conquistar este objetivo todos os dias. Através de uma combinação única de estratégia, criatividade e tecnologia, a Interbrand entrega ideias e insights inovadores, inteligência de marca profunda e abrangente, oportunidades claras de negócio, e experiências de marca engajadoras. Interbrand é parte da rede global de agências Omnicom Group Inc. Para saber mais, visite [Interbrand.com](http://Interbrand.com) <http://interbrand.com/> e [Interbrandsp.com.br](http://Interbrandsp.com.br) <<http://www.interbrandsp.com.br/>>. Siga-nos no Facebook <https://www.facebook.com/interbrandsp>.

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