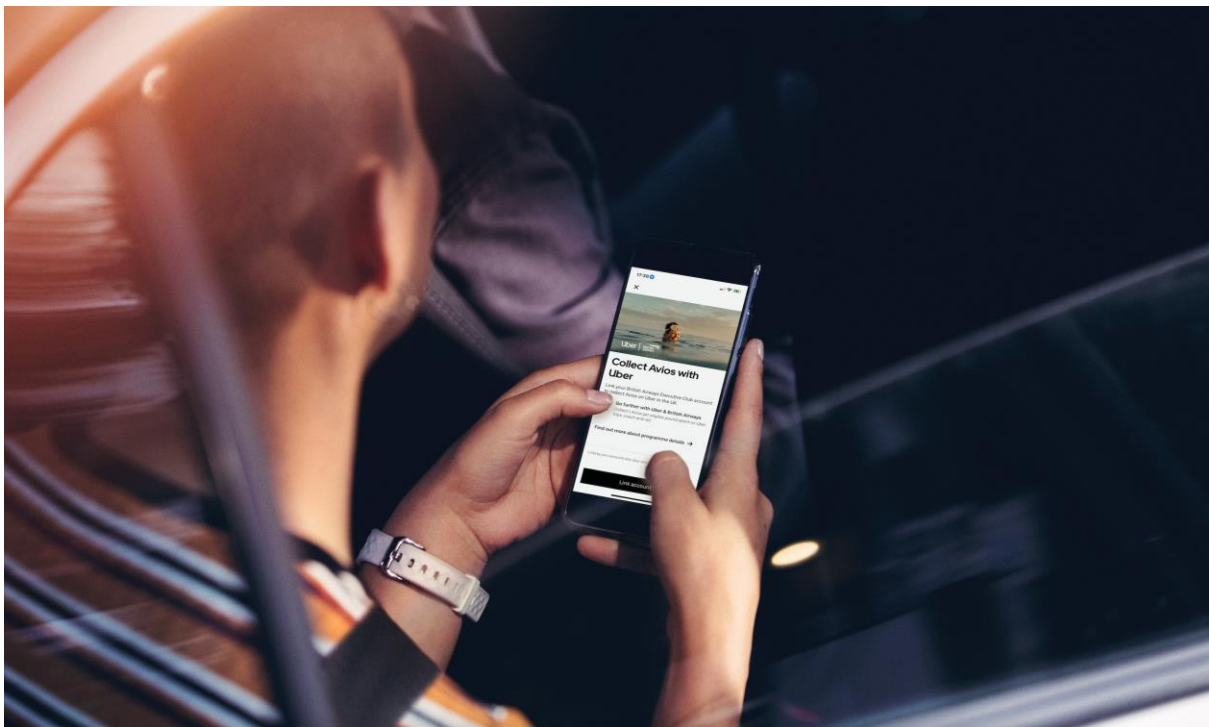


**FOR IMMEDIATE RELEASE**

## **IAG Loyalty partners with Uber helping riders collect Avios with every trip**

- *Millions of British Airways Executives Club Members will be able to collect Avios every time they use their Uber app to travel on rides, coach or trains*
- *Further demonstration of IAG Loyalty's growth strategy into new sectors and commitment to partner with market-leading brands, bringing increased value to its members*



**LONDON, United Kingdom** – IAG Loyalty has today announced it is launching a new partnership with Uber in the UK, enhancing the value of its global currency, Avios, and helping British Airways Executive Club Members get that bit closer to their next rewarding experience.

Members of the British Airways Executive Club will be able to start collecting 1 Avios for every £1 spent on rides, coaches or trains through Uber in the UK. Later this month, Members will be able to simply connect their Executive Club membership through the Uber app and start collecting Avios.

To celebrate the new partnership, Members who link their Executive Club and Uber accounts via the Uber app by 31st December 2022 will receive a bonus of 250 Avios.

**Andrew Brem, General Manager at Uber UK** said "We saw a lot of clear benefits that Avios can bring to Uber users. With over 5 million Uber riders in the UK and millions of trips completed every week, that's a lot of Avios, helping our users get away to their dream destinations thanks to our partnership with IAG Loyalty."

**Adam Daniels, CEO of IAG Loyalty** said: "When we look to bring on new partners into our loyalty programmes, we are looking for popular brands that fit seamlessly within our Members' lifestyles. We are delighted to sign this agreement with Uber - and with the power of Avios - further ensure everyday travel can lead to truly rewarding experiences."

Avios is the global loyalty currency owned and run by IAG Loyalty. The currency can be collected across a wide mix of consumer sectors, including flights, travel, leisure, shopping and financial services. IAG Loyalty partners with market-leading global brands such as American Express, Nectar, Avis Budget Group and Marriott.

**-ENDS-**

## **Notes to Editors:**

### **About Uber**

Uber's mission is to create opportunity through movement.

We started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button? More than 10 billion trips later, we're building products to get people closer to where they want to be. By changing how people, food, and things move through cities, Uber is a platform that opens up the world to new possibilities.

### **About Avios**

Avios is the global loyalty currency of the British Airways Executive Club, Qatar Airways Privilege Club, Iberia Plus, Aer Lingus AerClub and Vueling Club. There are more than 35 million members worldwide, collecting in excess of 3000 Avios every second.

### **About IAG Loyalty**

IAG Loyalty has a singular focus on loyalty excellence: delivering lasting growth and strong customer relationships for their partners, and creating unparalleled and rewarding experiences for Avios collectors, including a broad range of flight and travel rewards.

Its parent company, International Airlines Group (IAG) is one of the world's largest airline groups with 533 aircraft flying to 279 destinations and carrying around 118 million passengers each year (pre-COVID). Its leading airlines in Spain, the UK and Ireland include Aer Lingus, British Airways, Iberia, Vueling and LEVEL.

For further information on IAG Loyalty, please visit: <https://www.iagloyalty.com>

For IAG Loyalty and Avios media enquiries, please contact [media1@avios.com](mailto:media1@avios.com)