

5 OCTOBER 2022

MEDIA RELEASE

REX BID UP PROGRAMME LAUNCH

In an Australian first, Rex will introduce real-time bidding for an upgrade to Business Class on its domestic jet services.

Passengers booked in the economy cabin will be invited to bid for a Business Class upgrade seven days before departure. Bidders will be able to adjust their bids whenever they are outbid, thereby giving themselves the best chance of success to secure an upgrade.

“All passengers love an upgrade. This new element of gamification in the bidding process will be a fun and economical way for our economy passengers to experience our amazing business class product and service,” said Michael Venus, Rex’s Director of Media and External Relations.

The initiative is part of a series of passenger enhancements being rolled out ahead of the upcoming launch of the airline’s new loyalty programme.

This will include the introduction of a neighbour-free seating product in the Economy cabin across the airline’s domestic and regional networks, and new or expanded lounges in Adelaide, Brisbane, Sydney and Melbourne.

As part of a special introductory offer to launch the Rex Bid Up programme, minimum bidding across the airline’s domestic network will start from as little as \$10.



Rex is Australia’s largest independent regional and domestic airline operating a fleet of 61 Saab 340 and 7 Boeing 737-800NG aircraft to 58 destinations throughout all states in Australia. In addition to the airline Rex, the Rex Group comprises wholly owned subsidiaries Pel-Air Aviation (air freight, aeromedical and charter operator), the Australian Airline Pilot Academy with campuses in Wagga Wagga and Ballarat, and propeller maintenance organisation, Australian Aerospace Propeller Maintenance. Rex is also a 50% shareholder of National Jet Express (NJE), a premier Fly-In-Fly-Out (FIFO), charter and freight operator.

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Members of the Rex Group