

www.RYANAIR.com

Lowest Fares Guaranteed!



Only one airline website guarantees the lowest fares and we can prove it!

Ryanair's commitment to low fares is proven by the fact that only Ryanair offers our passengers a lowest fare guarantee. If a passenger can find a lower fare on any other airline then Ryanair will refund double the difference.*

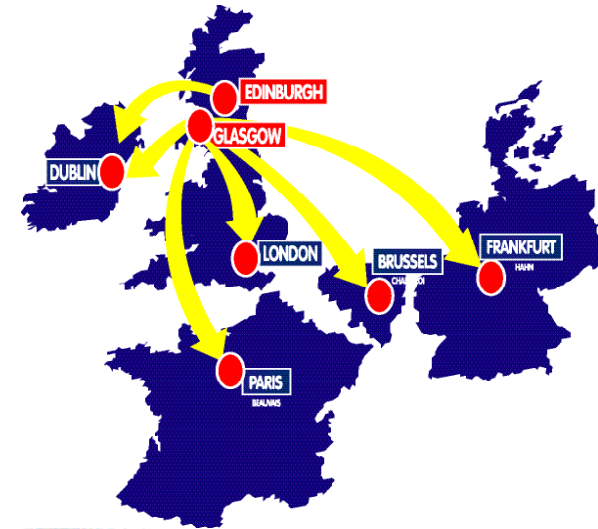
Try us out and book your flight today!



Scotland's Really Low Fares Airline

Ryanair passenger numbers at Glasgow Prestwick grew by 66% to 1,000,000.

At Glasgow Prestwick we continued our spectacular growth with the addition of a fifth route to Brussels Charleroi and a significant increase in frequency on the London route, to 9 daily return services. On the London route (one of Europe's most competitive with 4 higher fare airlines and a slow train service), Ryanair has increased our monthly passenger numbers by over 60% to become the second largest carrier (and the largest point-to-point carrier).



Ryanair launched a new route from Dublin to Edinburgh on August 30 with 4 return flights a day. All other airlines are just higher fare carriers as their lowest airfare is twice as much as Ryanair's.

Ryanair will be offering over 30,000 seats a month on the Dublin-Edinburgh route, with every flight, every day, guaranteed to be cheaper than any other airline.

Book now lassie!



Kathryn our Sales Manager for Scotland with an ugly bloke (Sorry Tim!)

*Subject to terms and conditions as per details on www.RYANAIR.com

7 New Routes

from London

More Low Fares arrive in Europe!

THE RYANAIR EFFECT!

In February and March
7 new routes took off from Europe's
fastest growing airport:
London Stansted.

In 2001, 7 new routes have been launched from London (Stansted) to Denmark (Esbjerg), Italy (Pescara and Trieste), Sweden (Stockholm Vasteras and Gothenburg), Belgium (Brussels Charleroi), Austria (Salzburg) bringing our route network to 55 routes.



Beware of blondes selling Low Fares! Sinead in Italy

Buongiorno Baby!

Ryanair now flies to 9 destinations in Italy from London: more than any of our higher fare competitors. We expect to carry over 2 million passengers to Italy this year.

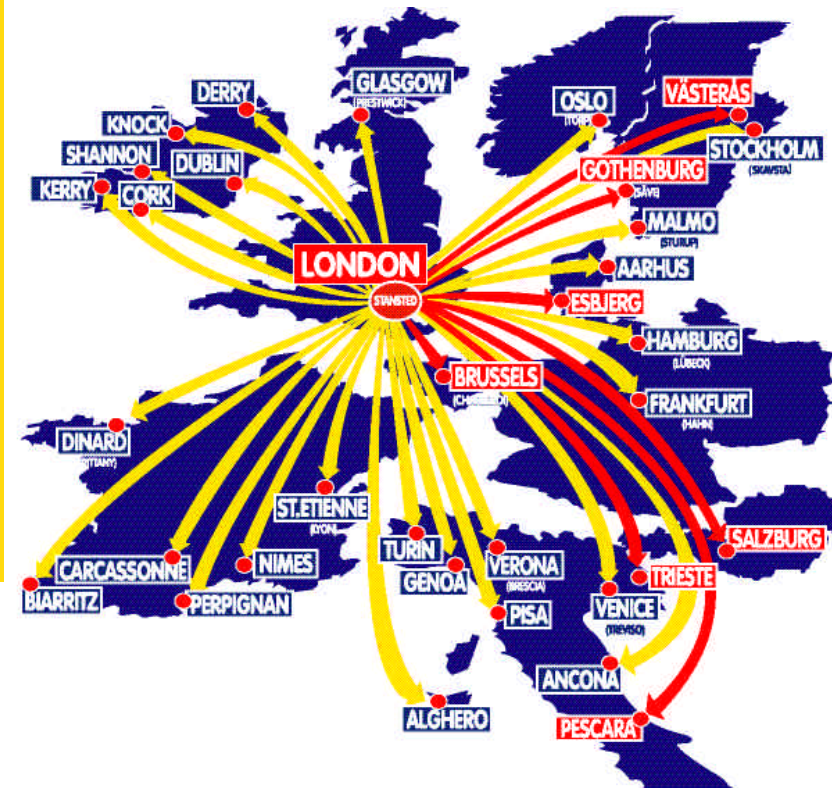
Magnifico!

RYANAIR.COM
I VOLI PIU' ECONOMICI



Toothbrush, Jocks, Low Fares...? You're good to check in at Stansted

Stansted Fleet - the calm before the storm



BRUSSELS • ESBJERG • GOTHENBURG • PESCARA • SALZBURG • TRIESTE • VASTERAS

Tourism and the local economy are the real winners:

with low fare access, people who could not afford to travel previously, can now use Ryanair's low fares for business, pleasure, visiting family and friends... and as a result, the market grows. This year Ryanair carried 35% more passengers than last year bringing total traffic numbers to over 7.4 million.



Austrians agast at our Low Fares in Salzburg and the ugly bloke!

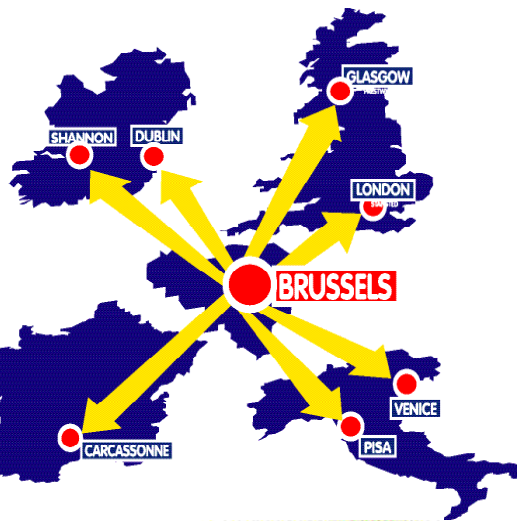
O'Leary's fan club in Trieste - They're too young to know any better!

Babes on tour! The bar is open in Brussels Charleroi!

Gothenburg welcomes some really Low Fares and an ugly bloke from Ryanair

A display of Viking horns welcomes the Ryanair babes in Esbjerg

Low Fares arrive in Brussels



Ryanair launched our first continental European base in Brussels Charleroi this year with up to 28 flights per day and 7 routes: Dublin, Venice (Treviso), Shannon, Pisa, Carcassonne, Glasgow (Prestwick), London (Stansted).

Really low fares arrived in Belgium for the first time and Belgian consumers couldn't get enough of them. Over 100,000 new passengers flew to/from Brussels Charleroi in our very first month. Dublin lost out yet again due to the high cost of the State owned airport monopoly, Aer Rianta.



In April 2001, Ryanair launched a new base in Brussels Charleroi and thanks to our fantastic operations team, successfully transferred the 25 minute turnaround time that is a key component of Ryanair's Low fares operation. - So how do we do it?

Just 25 MINUTES

In just 25 minutes the aircraft is marshalled onto the stand, the passengers are disembarked, bags are unloaded, the crew change over, the cabin is cleaned, the aircraft fuelled, the engineer does his walk around, new bags are loaded, and of course, new passengers are boarded! Another low fares flight is on its way!



Ticket Supervisor Françoise - "Sorry we've one spare seat in November... 2002!"



Felix in cockpit - Don't touch anything!



Vanessa, Magali and Julianne - we've more attractions in Brussels than just Low Fares!



Capt. Zlatko Nikolic and F/O Jim Clinton - Hoi Jim! what does this lever do?



Base captain Les Houssome - (he only thinks he's God!)



Sophie and Vanessa with some cheesy bloke

The Charleroi posing - Sorry! - Ground Handling Team

Ryanair's fast turnaround times are crucial as it allows an aircraft to do more flights during the course of the day and carry more passengers. Achieving this level of speed and efficiency is wholly down to the quality and skill of our operations team.



Aircraft lands...



Passengers and bags offloaded...



Aircraft fuelled...



Engine checked...



Passengers board...



Take off!!!

Award Winning Advertising

Over the last year Ryanair's advertising made even more headlines as the Low Fares message made waves around the world. One ad got us covered from the New York Times to the Hindustan Times and from Downing Street to the Vatican!



Award Winning People

The Life of Brian

It has been a great year for Ryanair: profits are up, passenger numbers are up and our Boy Brian won Big Brother! Nicknamed Bambie, Brian's extrovert personality topped the voters polls each week at the end of which he won, having gained over 4 million votes from viewers. Ryanair donated £1,000 to the NSPCC for each week (£10,000 in total) that Brian was in the house and painted an aircraft in support of our cabin crew cutie. Well done Brian - We're all proud of you! There's no better training for the Big Brother House than the Ryanair Inflight madhouse!

COFFEE, TEA, ME?

