

# FOR FUN AND PROFIT



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Sometimes a soaring slogan isn't enough to keep an airline aloft. Solid finances are every bit as key to avoid becoming a zero. What's the secret of success?

The end of the plain plane  
We like you, too  
France is in the air  
Discover the country with the sarus crane  
More scheduled flights to Europe than any other airline  
The airline with the big jets  
There's no better way to fly  
World's most refreshing airline  
Some people just know how to fly  
Journeys of inspiration  
The Spirit of Australia  
The proud bird with the golden tail  
We make it easy for you  
Designed for you  
Top banana in the west  
Inspiration of Japan  
We want to be your airline  
Upgrade to BA  
Arrive in better shape  
Founded by optimists, built by believers  
The airline with the charming traditions  
Come fly the friendly skies  
Expect more  
We know why you fly  
World's most experienced airline  
For the same price, you just get more  
Low fares. Way better.  
You are now free to move about the country  
Let's fly for the future!  
The Wings of Man  
Fly into tomorrow  
Hello Tomorrow