

# LIAT 2020 rebrands itself



FILE: Passengers on LIAT20's inaugural flight from Antigua disembark at Piarco International Airport. PHOTO BY BRENT PINHEIRO

The regional airline, LIAT (2020), says it has re-branded itself introducing a fresh logo and visual identity, inspired by the vibrancy, diversity, and unity of the Caribbean.

The Antigua-based LIAT (2020) Ltd said that "Liat Air" is now its new commercial name and brand identity and that it "marks a major milestone in our transformation journey and reaffirms our renewed commitment to regional connectivity and operational excellence."

"While our legal and corporate name LIAT (2020) Ltd remains unchanged, we will operate publicly and commercially as Liat Air. This evolution allows us to strengthen our identity in both existing and emerging markets, bringing clarity to who we are and what we do," the airline said.

"The name 'LIAT' carries deep historical and emotional significance across the Caribbean, However, as we grow and expand into new territories, we recognise the importance of making our purpose unmistakably clear," said the airline's chief executive officer, Hafsa Abdulsalam.

"The name 'Liat Air' does exactly that, it honours and reinforces our legacy while positioning us confidently in the global aviation space."

The airline said that the rebranding is part of a broader modernisation strategy that includes

expanding our route network and enhancing the passenger experience at every stage of the journey.

“The rebranding is being implemented in phases; therefore, passengers and the general public may continue to see the previous ‘LIAT20’ logo on certain platforms, including our aircraft. The complete transition is expected to be finalised by September 2025.

“Our operations continue to run uninterrupted as we take this exciting step together ‘Liat Air’ remains steadfast in its mission to serve the people and Islands of the Caribbean, reconnecting families, supporting economies, and promoting tourism across the region,’ said the airline, which operates an enhanced fleet of ERJ145 and ATR42-600 aircraft.

LIAT 2020 Ltd was formed in 2020 as a joint venture between the government of Antigua and Barbuda and Air Peace, a private Nigerian airline, to replace the defunct LIAT (1974) Limited, which ceased operations in January 2024 due to financial difficulties exacerbated by the COVID-19 pandemic.

Antigua and Barbuda holds a 30 per cent stake, while Air Peace holds a 70 per cent stake and provided initial funding of approximately US\$65 million.

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