
Lufthansa to Close CityLine as Regional Brand Disappears

Description

German airline Lufthansa has announced the termination of its regional brand, CityLine, as part of a larger restructuring strategy. This decision, while planned for the long term, has been expedited due to ongoing labour disputes and surging oil prices linked to geopolitical tensions in the Middle East.

Lufthansa's recent statement indicated that CityLine has been consistently unprofitable. By withdrawing the regional subsidiary's aircraft, particularly those nearing retirement, the airline aims to mitigate further financial losses. Employees affected by this transition will be offered positions within the broader Lufthansa Group.

The closure of CityLine marks the end of an era dating back to 1958, when its predecessor, Ostfriesische Lufttaxi, was established. Lufthansa noted that CityLine's CRJ aircraft are approaching the limits of their operational capacity and incur high operating costs. Chief Financial Officer Till Streichert described the decision as "painful," emphasizing the necessity of securing alternative employment for affected personnel.

While the discontinuation of the CityLine brand was anticipated, the timeline has shifted due to intensified external pressures, including ongoing conflicts and internal labour challenges. Streichert confirmed that the plan had always been part of Lufthansa's strategic vision, yet the current climate has prompted immediate action.

In light of these changes, Lufthansa has been proactively assisting CityLine staff in transitioning to new roles within the group. For example, former ground personnel have been integrated into a new division, Lufthansa Aviation GmbH. Meanwhile, flight crews have been offered opportunities with Lufthansa's City Airlines.

This restructuring is not limited to CityLine; the Lufthansa Group will also phase out its Airbus A340-600 aircraft and two Boeing 747-400 jets by the end of the summer flight schedule. Future capacity reductions will see additional aircraft removed from its operations in the upcoming winter season.

Vocabulary List:

1. **termination** //tɜːmə'neɪʃən// (noun): the ending of something, especially a job or service
2. **restructuring** //,ri:'strʌktʃərɪŋ// (noun): changing how a company or group is organized
3. **surging** //'sɜːdʒɪŋ// (adjective): rising very quickly in amount or level
4. **geopolitical** //,dʒi:ɒpə'li:tɪkəl// (adjective): about politics and power between different countries
5. **subsidiary** //'səb'sɪdəri// (noun): a company that is owned by a larger company
6. **mitigate** //'mɪtɪ,geɪt// (verb): to make something less serious or harmful



Comprehension Questions

Multiple Choice

1. What regional brand has Lufthansa announced the termination of?
Option: CityLine
Option: Air Berlin
Option: Germanwings
Option: Eurowings
2. What has prompted Lufthansa to expedite the termination of CityLine?
Option: Increased passenger demand
Option: New aircraft acquisition
Option: Labour disputes and surging oil prices
Option: Expansion to new regions
3. When was the predecessor of CityLine, Ostfriesische Lufttaxi, established?
Option: 1950
Option: 1955
Option: 1958
Option: 1960
4. What type of aircraft is CityLine's fleet primarily comprised of?
Option: Boeing 737
Option: CRJ aircraft
Option: Airbus A320
Option: Embraer E175
5. Who is the Chief Financial Officer of Lufthansa mentioned in the announcement?
Option: Martin Schmitt
Option: Till Streichert
Option: Anna Müller
Option: Karsten Schneider
6. Which aircraft model will also be phased out by the Lufthansa Group besides CityLine?
Option: Airbus A380



-
- Option: Boeing 767
 - Option: Airbus A340-600
 - Option: Boeing 737 MAX

True-False

- 7. CityLine has been profitable for Lufthansa in recent years.
- 8. The termination of CityLine was part of a long-term strategy.
- 9. Lufthansa will not provide any job assistance to the affected CityLine employees.
- 10. The closure of CityLine is a result of external pressures and internal labour challenges.
- 11. Lufthansa Aviation GmbH is a new division for integrating flight crews.
- 12. The decision to close CityLine was made quickly due to immediate financial losses.

Gap-Fill

- 13. CityLine has been consistently unprofitable, leading to its _____.
- 14. The predecessor of CityLine, Ostfriesische Lufttaxi, was established in _____.
- 15. Lufthansa plans to phase out its Airbus A340-600 and two Boeing 747-400 jets by the end of the _____.
- 16. Employees affected by the transition will be offered positions within the broader _____ Group.
- 17. The necessary actions regarding CityLine have been expedited due to surging oil prices and _____ disputes.
- 18. Staff were offered opportunities in Lufthansa's _____ Airlines as part of the



restructuring.

Answer

Multiple Choice: 1. CityLine 2. Labour disputes and surging oil prices 3. 1958 4. CRJ aircraft 5. Till Streichert
6. Airbus A340-600

True-False: 7. False 8. True 9. False 10. True 11. False 12. True

Gap-Fill: 13. termination 14. 1958 15. summer flight schedule 16. Lufthansa 17. labour 18. City

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What is a retailer?

Option: A manufacturer

Option: A distributor

Option: A business that sells products to consumers

Option: A financial institution

2. What does customer satisfaction refer to?

Option: The overall happiness of customers

Option: The number of products sold

Option: The profit made by a retailer

Option: The number of employees in a store

3. What is volatility in a financial context?

Option: Stability

Option: Predictability

Option: Fluctuation

Option: Sustainability

4. What is an acquisition?

Option: A type of financial investment

Option: The act of purchasing another company

Option: A method of reducing expenses

Option: A legal term for partnership

5. What does it mean if a company is profitable?

Option: It has high expenses



- Option: It generates more revenue than costs
- Option: It has negative cash flow
- Option: It spends more than it earns

6. What is a legacy?

- Option: A current trend
- Option: An inheritance or lasting impact
- Option: A marketing strategy
- Option: A financial report

7. What are countermeasures?

- Option: Strategies to increase risk
- Option: Actions taken to prevent or mitigate problems
- Option: Cost-cutting measures
- Option: Market expansion plans

8. What does geopolitical refer to?

- Option: Social networks
- Option: Economic trends
- Option: Political and geographic influences
- Option: Technological advancements

9. What does restructuring typically involve?

- Option: Changing the leadership of a company
- Option: Altering a company's operations or finances
- Option: Expanding a company's product line
- Option: Increasing employee benefits

10. What does it mean to be optimistic?

- Option: Expecting bad outcomes
- Option: Having a hopeful outlook
- Option: Being indifferent
- Option: Being cautious about the future

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. A transaction is recorded every time a purchase is made at the store, contributing to the overall _____ of the business.

12. The company conducted a survey to measure customer _____ and identify areas for



improvement.

13. Acquisitions can often lead to increased _____ and market strength.
14. Identifying key _____ in the system is crucial for risk management.
15. Customer trust is the _____ of a successful retail business.
16. The _____ of the new product line attracted significant media attention.
17. The company implemented strategies to _____ risks associated with fluctuating markets.
18. The software used by the company is highly _____ and enhances operational efficiency.
19. Investors often speculate on _____ markets to hedge against volatility.
20. The _____ of the contract was agreed upon by both parties following negotiations.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. Acquisitions allow companies to increase their market share and enhance competitiveness.
22. Restructuring often involves significant changes in company operations and financial strategies.
23. Every transaction contributes to the overall revenue of a business.
24. Customer satisfaction is essential for retaining clients and fostering loyalty.
25. Financial volatility can pose significant risks to investors and businesses alike.
26. Innovation is often the cornerstone of growth in the technology sector.
27. Companies develop strategies to mitigate risks associated with market changes.
28. A company's legacy can have long-lasting effects on its brand reputation.
29. Implementing countermeasures can help protect against potential security threats.



30. Geopolitical factors can greatly influence global trade and investment decisions.

Answer

Multiple Choice: 1. A business that sells products to consumers 2. The overall happiness of customers 3. Fluctuation 4. The act of purchasing another company 5. It generates more revenue than costs 6. An inheritance or lasting impact 7. Actions taken to prevent or mitigate problems 8. Political and geographic influences 9. Altering a company's operations or finances 10. Having a hopeful outlook

Gap-Fill: 11. revenue 12. satisfaction 13. success 14. vulnerabilities 15. cornerstone 16. unveiling 17. mitigate 18. sophisticated 19. futures 20. termination

Matching sentence: 1. acquisitions 2. restructuring 3. transaction 4. satisfaction 5. volatility 6. cornerstone 7. mitigate 8. legacy 9. countermeasures 10. geopolitical

CATEGORY

1. Business - LEVEL6

POST TAG

1. cityline
2. esl news
3. L6
4. lufthansa
5. regional airline

Tags

1. cityline
2. esl news
3. L6
4. lufthansa
5. regional airline

Date Created

2026/04/18

Author

aimeeyoung99