
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



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- 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

CATEGORY

1. Business - LEVEL6

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