



Air Canada is touting its Canadian credentials as it introduces a fresh look for its staff uniforms and fleet of planes for the first time in a dozen years.

The country's largest airline unveiled its new livery at rebranding events for customers and employees on Thursday at airports in Vancouver, Toronto and Montreal.

In keeping with the patriotic marketing theme, the Canadian flag will be painted on planes next to the registration letters, near the tail.

Calin Rovinescu, the Montreal-based carrier's chief executive officer, and Ben Smith, president of passenger airlines, said they are proud to be leading Canada's flag carrier that represents the country at airports around world.

Read the full article [here](#).