



Penguin
Random House
UK



Portfolio Penguin | Hardback | 2 November 2017 | £18.99

Also in eBook and audiobook formats



'What a life. Tony Fernandes has accomplished amazing things - and who's to say what he can go on to achieve?' **Sir Richard Branson**

FLYING HIGH

My Story: From AirAsia to QPR

Tony Fernandes

**Tony will be in the UK and available for interview
2-4 November, 2017**

Tony Fernandes is one of Asia's best-known, and most charismatic, entrepreneurs. In 2001 he acquired AirAsia turning it into the hugely successful budget airline that it is today, carrying 50 million passengers a year to 120 different destinations, and democratising air travel in Asia. The face of *Apprentice Asia*, chairman of Queen's Park Rangers FC, and owner of many other businesses, he is without doubt an exceptional leader with a hands-on approach to business. In **FLYING HIGH**, his long-awaited memoir, he shares his inspiring story.

As a boy growing up in Malaysia and England Tony Fernandes wanted to be a pilot, a racing driver or a footballer. By 2011 he had gone one better: building his own airline, buying an F1 team and becoming chairman of QPR. In **FLYING HIGH** he talks about his journey from ambitious youngster to global businessman and the lessons he has learnt along the way. He describes the moments that changed his life from a chance meeting with Richard Branson that led to work in the music business, (another great passion), to seeing a TV interview given by EasyJet founder, Stelios Haji-loannou, which planted an idea, and how less than one-year later he was running his own airline. He describes his experiences running a Formula 1 team, Caterham F1, which although largely unsuccessful, led to new challenges, including ownership of QPR, and his delight when his team gained promotion back to the Premier League in 2014.

In the book Tony shares his key business principles, his belief in an open-door policy, the power of networking, and his all-inclusive management style which has seen him working alongside his staff from ticketing to maintenance in order to better understand their problems, and his business. He also talks frankly about the tragedy of Flight 8501 which crashed in 2014.

FLYING HIGH is ultimately the story of one man's persistence to follow his dreams, and what can be achieved with determination and a 'can-do' philosophy that sees opportunities, and not barriers.

*About the Author: **Tony Fernandes** was born in Kuala Lumpur and educated at Epsom College, Surrey. A qualified accountant he worked for Virgin Communications and Warner Music before acquiring AirAsia in 2001. He was awarded the CBE in 2011, and has been honoured by the King of Malaysia, as well as receiving numerous business accolades.*

**For review copies and interview requests please contact Jane Beaton of Kew Publicity on
Jane@kewpublicity.co.uk, 07802 433471.**