

YMX International Aerocity of Mirabel shows its colours

Montréal, June 14, 2019 – ADM Aéroports de Montréal unveiled the new brand identity for the Mirabel aeronautic and industrial park early this week. Mirabel has become YMX the International Aerocity of Mirabel.

Representatives of the City of Mirabel, including Mayor Jean Bouchard, the business community and the aerospace industry, the Chambre de commerce et d'industrie de Mirabel, partners and employees of YMX gathered to celebrate this milestone event.

This change is an integral part of the organization's transformation, which has been ongoing for a few years. ADM aims to revitalize the Mirabel site, making it a key business destination for international aerospace companies and a recognized centre of expertise.

"ADM is more determined than ever to play an active role in the community in order to drive its Aerocity," said Philippe Rainville, President and Chief Executive Officer of ADM. "Internationally, the City of Mirabel, the Greater Montréal area and YMX have all the potential to attract major players. The future looks very promising for YMX."

Mayor Bouchard noted: "This new identity establishes Mirabel as the aerospace hub of Greater Montréal and will undoubtedly have a revitalizing impact throughout the region and more specifically on the industrial sector and the Mirabel business community."

And Geneviève Brault-Sabourin, Executive Director of the Chambre de commerce et d'industrie de Mirabel, said: "The Chambre de commerce et d'industrie de Mirabel is very pleased to have partnered with ADM for the unveiling of this brand-new image for Mirabel. We are so fortunate to have such a strong aerospace industry in the area, one that attracts curiosity and interest. It was fitting for CCIMirabel to be associated with this event, a natural and successful partnership between two unifying organizations that work for and with the community."



From left to right: François Laplante (President of the CCIM), Geneviève Brault-Sabourin (Executive Director CCIM), Philippe Rainville (CEO ADM), Jean Bouchard (Mayor of Mirabel)



New logo presented on the facade of the Services Centre at YMX

About Aéroports de Montréal

ADM Aéroports de Montréal is the airport authority for the Greater Montréal area, responsible for the management, operation and development of YUL Montréal–Trudeau International Airport and YMX the International Aerocity of Mirabel.

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Source

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