

[Virgin Australia completes livery transformation](#) [2]



Virgin Australia today unveiled its final aircraft to be repainted in the company's white and silver livery, marking the end of one of Australia's most comprehensive business transformations.

The Boeing 737-800, named after Ocean Grove Beach in regional Victoria, is the last of 56 aircraft to be repainted after Virgin Australia rebranded in 2011 from a low cost carrier into a contemporary airline for all Australians, as part of its Game Change Program strategy.

Townsville-based company, Flying Colours, repainted 23 of the aircraft in a process which takes 11 days, 1,200 man hours, 18 painters and 260 litres of paint for each aircraft.

This is an important milestone for Virgin Australia, just four years after the brand was launched as a premium airline.

Over the past four years, Virgin Australia has launched new uniforms, an award-winning business class featuring Luke Mangan dishes, new lounges and premium airport entries, strategic alliance partnerships and the award-winning Velocity Frequent Flyer program.

Every customer touch point has been changed in order to enhance the travelling experience, and the painting of the last red aircraft into the contemporary Virgin Australia livery signals the completion of the brand repositioning.

A time-lapse video showing the repainting of an aircraft over 11 days has been released on Virgin Australia's [YouTube channel](#) [3]l.

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