

# CONTROLADORA VUELA COMPANIA DE AVIACION, S.A.B. DE C.V.

## FORM 6-K (Report of Foreign Issuer)

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Telephone	(52) 55-5261-6400
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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 6-K**

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**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of February 2014

Commission File Number: 001-36059

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**Controladora Vuela Compañía de  
Aviación, S.A.B. de C.V.**

(Name of Registrant)

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**Av. Antonio Dovalí Jaime No. 70, 13 Floor, Tower B  
Colonia Zedec Santa Fe  
United Mexican States, D.F. 01210  
+(52) 55-5261-6400**  
(Address of Principal Executive Offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F. Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): Yes   
No

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): Yes   
No

Indicate by check mark whether the registrant by furnishing the information contained in this form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934. Yes  No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- \_\_\_\_\_

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, Controladora Vuela Compañía de Aviación, S.A.B. de C.V. has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**Controladora Vuela Compañía de Aviación, S.A.B. de C.V.**

Date: February 6, 2014

By: /s/ Jaime E Pous

Name: Jaime E Pous

Title: General Counsel

By: /s/ Holger Blankenstein

Name: Holger Blankenstein

Title: Chief Commercial Officer

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**EXHIBIT INDEX**

The following exhibit is filed as part of this Form 6-K:

<u>Exhibit</u>	<u>Description</u>
99.3	Press release dated February 6, 2014



Volaris Reports a 19% Increase in Passengers and a Three Percentage Point Increase in Load Factor for January 2014

**Mexico City, Mexico** February 6<sup>th</sup>, 2014 – Controladora Vuela Compañía de Aviación, S.A.B. de C.V. (“Volaris”) (NYSE: VLRS and BMV: VOLAR), the ultra-low-cost airline based in Mexico, today reported its preliminary traffic results for January 2014.

The total number of booked passengers in January 2014 reached 813 thousand, an 18.9% increase compared to the same period in 2013. Volaris’ demand, measured in Revenue Passenger Miles (RPMs) increased 18.0% year over year in January 2014. Volaris registered a load factor of 81.6% in January 2014, a 3.1 percentage point increase year over year.

The following table summarizes Volaris’ traffic results for the month.

	January 2014	January 2013	Variation
<b>RPMs (Millions)</b>			
Domestic	622	522	19.1%
International	224	195	15.0%
Total	846	717	18.0%
<b>ASMs (Millions)</b>			
Domestic	771	678	13.8%
International	266	236	12.7%
Total	1,037	914	13.5%
<b>Load Factor</b>			
Domestic	80.7%	77.1%	3.6 pp
International	84.2%	82.6%	1.6 pp
Total	81.6%	78.5%	3.1 pp
<b>Passengers (Thousands)</b>			
Domestic	660	553	19.3%
International	153	131	17.1%
Total	813	684	18.9%

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volaris.com

The information included in this report has not been audited and it does not provide information on the company's future performance. Volaris' future performance depends on many factors and it cannot be inferred that any period's performance or its comparison year over year will be an indicator of a similar performance in the future.

#### **About Volaris:**

Volaris (NYSE: VLRS and BMV: VOLAR), is an ultra-low-cost carrier, or ULCC, based in Mexico. Volaris utilizes its ULCC business model and efficient operations to offer low base fares and to stimulate demand while aiming to provide high quality customer service. Volaris targets passengers who are visiting friends and relatives, cost-conscious business people and leisure travelers in Mexico and to select destinations in the United States. Volaris' unbundled pricing strategy allows it to provide low base fares and enables its passengers to select and pay for a range of optional products and services. Volaris' mission is to offer its clients high quality customer service at an affordable price.

Since beginning operations in March 2006, Volaris has increased its routes from 5 to 104 and its fleet from 4 to 44 aircraft. Volaris offers more than 200 daily flight segments on routes that connect 33 cities in Mexico and 13 cities in the United States with the youngest aircraft fleet in Mexico. Among other recognitions, Volaris has received the ESR Award for Social Corporate Responsibility for three consecutive years. For more information, please visit: [www.volaris.com](http://www.volaris.com)

