

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

FORM 6-K (Report of Foreign Issuer)

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**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

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

For the month of March 2014

Commission File Number: 001-36059

**Controladora Vuela Compañía de Aviación,
S.A.B. de C.V.**
(Name of Registrant)

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)

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-

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: March 10, 2014

By: /s/ Fernando Suárez
Name: Fernando Suárez
Title: Chief Financial Officer

By: /s/ Jaime E Pous
Name: Jaime E Pous
Title: General Counsel

EXHIBIT INDEX

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

<u>Exhibit</u>	<u>Description</u>
99.5	Press release dated March 10, 2014



Volaris Reports an 11% Increase in Passengers for February 2014

Mexico City, Mexico March 10, 2014 – Volaris* (NYSE: VLRS and BMV: VOLAR), the ultra-low-cost airline serving Mexico and the US, today reported its preliminary traffic results for February 2014.

The total number of booked passengers in February 2014 reached 625 thousand, a 10.5% increase compared to the same period in 2013. Volaris' demand, measured in Revenue Passenger Miles (RPMs) increased 12.4% year over year in February 2014. Volaris registered a load factor of 80.0% in February 2014.

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

	February	February		Two	Two	
	2014	2013	Variation	Months	Months	Variation
				Ended	Ended	
				February	February	
RPMs (Millions)						
Domestic	472	421	12.1%	1,094	943	16.0%
International	163	143	13.3%	387	338	14.3%
Total	635	564	12.4%	1,481	1,282	15.5%
ASMs (Millions)						
Domestic	594	532	11.7%	1,366	1,210	12.9%
International	199	172	16.1%	465	408	14.1%
Total	793	704	12.8%	1,831	1,618	13.2%
Load Factor						
Domestic	79.5%	79.2%	0.3 pp	80.1%	78.0%	2.1 pp
International	81.6%	83.6%	(2.0) pp	83.1%	83.0%	0.1 pp
Total	80.0%	80.2%	(0.2) pp	80.9%	79.2%	1.6 pp
Passengers (Thousands)						
Domestic	513	469	9.4%	1,174	1,023	14.7%
International	112	96	16.0%	265	227	16.6%
Total	625	566	10.5%	1,438	1,250	15.1%

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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:

*Controladora Vuela Compañía de Aviación, S.A.B. de C.V. ("Volaris" or the "Company") (NYSE: VLRS and BMV: VOLAR), is an ultra-low-cost carrier (ULCC), with "point to point" service, serving Mexico and the US. "The Volaris Ultra-Low-Cost Carrier Model" offers low base fares to build its market, providing quality service and extensive customer choice. Since beginning operations in March 2006, Volaris has increased its routes from five to 104 and its fleet from four to 46 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. 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, proudly Mexican, is recognized as one of the leading new companies in the country. Among other awards it has received the ESR Award for Social Corporate Responsibility for three consecutive years.

For more information, please visit: www.volaris.com

