

Gol Intelligent Airlines Inc.
Form 6-K
January 14, 2005

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

FORM 6-K

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

For the month of January, 2005

(Commission File No. 001-32221)

GOL LINHAS AÉREAS INTELIGENTES S.A.
(Exact name of registrant as specified in its charter)

GOL INTELLIGENT AIRLINES INC.
(Translation of Registrant's name into English)

**Rua Tamoios 246
Jardim Aeroporto
04630-000 São Paulo, São Paulo
Federative Republic of Brazil**
(Address of Registrant's principal executive offices)

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

Form 20-F Form 40-F

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, indicated below the file number assigned to the
registrant in connection with Rule 12g3-2(b):

GOL Launches New Destination: João Pessoa in Northeast Brazil

São Paulo, January 14, 2005 GOL Linhas Aéreas Inteligentes S.A. (NYSE: GOL and Bovespa: GOLL4), Brazil's low-fare, low-cost airline, today announced that it will launch a weekly flight to João Pessoa on January 15. The new flight will allow the Company to serve major cities in Northeast Brazil, a significant commercial region. The commencement of the new flight coincides with GOL's fourth anniversary of operations.

The new flight will be offered on Saturdays and will connect João Pessoa and São Paulo (Congonhas airport), both ways, with a stopover at Rio de Janeiro (Galeão airport). In the cities of São Paulo and Rio de Janeiro, passengers may choose a connecting flight to one of 38 destinations in Brazil and one abroad, in addition to 300 daily flights. With additional flight service to Paraíba's beautiful beaches, we anticipate increased tourism growth in the region, says Tarcísio Gargioni, GOL's Marketing and Services Vice-President.

The Northeast represents 13 percent of the Brazilian Gross National Product (GNP) and accounts for a 70 percent increase in international tourism to this region since 2001, a factor that has contributed to the success of the Company's operations. The start of operations at João Pessoa demonstrates GOL's confidence in the economic potential of the Northeast region, stated Mr. Gargioni.

| Origin | Destination | Frequency | Departure | Arrival | Fares OW* (beginning from) |
|--------------------------|----------------------------|-----------|-----------|----------|-------------------------------|
| São Paulo (Congonhas) | João Pessoa | Saturday | 12:30 PM | 03:50 PM | R\$ 419.00 |
| João Pessoa | São Paulo (Congonhas) | Saturday | 04:20 PM | 10:04 PM | R\$ 419.00 |
| João Pessoa | Belo Horizonte | Saturday | 04:20 PM | 10:02 PM | R\$ 698.00 |
| João Pessoa | Rio de Janeiro (Galeão) | Saturday | 04:20 PM | 08:30 PM | R\$ 419.00 |

*OW - One Way

Tickets can be purchased at www.voegol.com.br and paid in a maximum number of 12 installments, interest free.

Source: IBGE

About GOL Linhas Aéreas Inteligentes

GOL Linhas Aéreas Inteligentes, a low-cost, low-fare airline, is one of the most profitable and fastest growing airlines in the industry worldwide. GOL operates a simplified fleet with a single-class of service. It also has one of the youngest and most modern fleets in the industry that results in low maintenance, fuel and training costs, and therefore high aircraft utilization and efficiency ratios. In addition, safe and reliable services, which stimulate GOL's brand recognition and customer satisfaction, allow GOL to have the best cost-benefit service in the market. GOL currently offers service to 38 major business and travel destinations in Brazil and one international destination, with substantial expansion opportunities. In 2005, GOL plans to grow by increasing frequencies in existing markets and adding service to additional markets in both Brazil and other high-traffic South American travel destinations. GOL listed its shares on the NYSE and the Bovespa in June 2004.

For additional information please contact:

Media - International:

Gavin Anderson
Gabriela Juncadella
Ph: 212-515-1957
e-mail: GJuncadella@GavinAnderson.com

Media - Brazil:

MVL Comunicação
Juliana Cabrini or Roberta Corbioli
Ph: (5511) 3049-0343 / 0342
e-mail: juliana.cabrini@mvl.com.br

Investor Relations:

Ph: (5511) 5033 4393
e-mail: ri@golnaweb.com.br
www.voegol.com.br (IR section)

This release contains forward-looking statements relating to the prospects of the business, estimates for operating and financial results, and those related to growth prospects of GOL. These are merely projections and, as such, are based exclusively on the

Edgar Filing: Gol Intelligent Airlines Inc. - Form 6-K

expectations of GOL's management concerning the future of the business and its continued access to capital to fund the Company's business plan. Such forward-looking statements depend, substantially, on changes in market conditions, government regulations, competitive pressures, the performance of the Brazilian economy and the industry, among other factors and risks disclosed in GOL's filed disclosure documents and are, therefore, subject to change without prior notice.

