

Gol Intelligent Airlines Inc.
Form 6-K
January 30, 2008

**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, 2008

(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 Gomes de Carvalho 1,629
Vila Olímpia
05457-006 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):

VRG Redefines its Business Strategy

São Paulo, January 29, 2008 GOL Linhas Aéreas Inteligentes S.A. (NYSE: GOL and Bovespa: GOLL4), the parent company of Brazilian airlines GOL Transportes Aéreos S.A. (GTA, Brazil's low-cost, low-fare airline) and VRG Linhas Aéreas S.A. (VRG, Brazil's premium service airline), today announced changes in VRG's business strategy. The measures, which will optimize the Company's route network, aim at improving efficiency and the quality of services.

Domestically, a new route network was conceived in order to provide business customers with adequate schedules and frequency. The new network will connect the most important business and tourism centers, benefiting from the return of connections at Congonhas Airport. The Company recently launched operations of several new routes - Porto Alegre-Brasília, Belo Horizonte (Confins)-Rio de Janeiro (Galeão) and Belo Horizonte (Confins)-Brasília - all of which will be operated by Boeing 737 Next Generation aircraft. By year-end, our goal is to replace our fleet of Boeing 737-300s with the more modern, efficient, economic and comfortable Boeing 737-700s and 737-800s, says Murilo Barbosa, VRG's marketing director.

Additionally, beginning in March the Company will focus its long haul services from Brazil to Europe on two destinations, offering connections to other cities through partner airlines. VRG will operate direct flights with Boeing 767-300ER aircraft to Paris - Charles de Gaulle Airport, where it keeps an interline agreement with Air France-KLM, and Madrid - Barajas International Airport, where it has a code share with Air Europa and an interline agreement with Iberia. VRG will cease operations of direct flights to London as of March 1st and Frankfurt and Rome on March 29th. VRG customers will be able to travel from Brazil to the most important destinations in Europe, Asia, Africa and the Middle East through the partner airlines mentioned.

Customers holding purchased tickets to the suspended destinations may obtain additional information at VRG's corporate site (www.varig.com) and the Smiles rewards program website (www.smiles.com.br).

The Company will continue daily operations to Argentina, Chile, Colombia, Venezuela and Mexico, and plans to launch flights to the United States in 2008. Routes to Mexico and Chile are currently operated by Boeing 767 aircraft and, soon, the same will apply for Colombia and Venezuela. The objective is to offer service with more comfort and an executive class.

About GOL Linhas Aéreas Inteligentes S.A.

GOL Linhas Aéreas Inteligentes S.A. is the parent company of Brazilian airlines GOL Transportes Aéreos S.A. (GTA, a low-cost, low-fare airline which operates the GOL brand) and VRG Linhas Aéreas S.A. (VRG, a premium service airline which operates the VARIG brand). GTA and VRG offer daily flights to more destinations in Brazil than any other domestic airline while providing customers with the most convenient flight schedules in the country. The airlines operate a young, modern fleet of Boeing aircraft, the safest and most comfortable aircraft of its class, with low maintenance, fuel and training costs, and high aircraft utilization and efficiency ratios. In addition to safe and reliable services, which stimulate brand

recognition and customer satisfaction, the Company's service is recognized as the best value proposition in the market. Growth plans include increasing frequencies in existing markets and adding service to additional markets in both Brazil and other high-traffic travel destinations. Shares are listed on the NYSE (GOL) and the Bovespa (GOLL4) stock exchanges.

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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 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.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: January 29, 2008

GOL LINHAS AÉREAS INTELIGENTES S.A.

By: /s/ Richard F. Lark, Jr.

Name: Richard F. Lark, Jr.
Title: Executive Vice President Finance,
Chief Financial Officer

FORWARD-LOOKING STATEMENTS

This press release may contain forward-looking statements. These statements are statements that are not historical facts, and are based on management's current view and estimates of future economic circumstances, industry conditions, company performance and financial results. The words "anticipates", "believes", "estimates", "expects", "plans" and similar expressions, as they relate to the company, are intended to identify forward-looking statements. Statements regarding the declaration or payment of dividends, the implementation of principal operating and financing strategies and capital expenditure plans, the direction of future operations and the factors or trends affecting financial condition, liquidity or results of operations are examples of forward-looking statements. Such statements reflect the current views of management and are subject to a number of risks and uncertainties. There is no guarantee that the expected events, trends or results will actually occur. The statements are based on many assumptions and factors, including general economic and market conditions, industry conditions, and operating factors. Any changes in such assumptions or factors could cause actual results to differ materially from current expectations.
