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## Norwegian announces Benjamin Franklin as first American tailfin hero

Norwegian has announced Benjamin Franklin as its first American tailfin hero. The inventor and statesman, who was often called the “first American” because of his tireless campaigning to unify the colonies, will adorn the airline’s newest Boeing 737 MAX aircraft. The new American hero will serve the new transatlantic routes from Edinburgh, Belfast, Cork, Shannon and Dublin to the US East Coast.

Since its founding, Norwegian has always honoured iconic, historical figures on the tails of its aircraft. Each person who is featured on a tailfin embodies

Norwegian's spirit of pushing boundaries, inspiring others and challenging the status quo. To commemorate Norwegian's expansion in the United States, the airline will introduce a series of American icons over the next few months. Norwegian now offers 23 direct routes to the U.S. from six airports in the UK and Ireland.

Benjamin Franklin was born in Boston, Massachusetts and relocated to Philadelphia, Pennsylvania in his late teens where he later started a successful printing business. Additionally, he was an inventor, statesman and a leading figure in American history. Franklin is best known as one of the Founding Fathers of the United States and authors of the Declaration of Independence.

"We are proud to decorate our newest Boeing 737 MAX 8 aircraft with Benjamin Franklin. Not only is he an American icon, but he was also a truly fresh air thinker and a pioneer for so many reasons," said Thomas Ramdahl, Norwegian's Chief Commercial Officer. "Norwegian has always been inspired by brave people who defy convention – and that is Mr. Franklin. It is an honour to recognise an American founder on one of our aircraft, and this gesture also symbolises all of the great things we have planned for Norwegian in the United States."

The new aircraft featuring Benjamin Franklin is Norwegian's fourth Boeing 737 MAX aircraft this year. In total, Norwegian will take delivery of two additional Boeing 737 MAX aircraft from the 110 it has on order. The airline operates one of the world's youngest fleets with an average age of just 3.6 years.

Norwegian is Europe's third largest low-cost carrier, carrying 30 million yearly passengers to more than 140 global destinations. [Norwegian has been voted the World's Best Low-Cost Long-Haul Airline](#) for three consecutive years at the renowned SkyTrax Awards, and the Europe's Best Low-Cost Airline for five consecutive years.

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**Media Contact**

Norwegian US Corporate Communications

## **Norwegian in the UK:**

- Norwegian carries **5.2 million UK passengers each year** from London Gatwick, Edinburgh, Birmingham and Manchester Airports to **50 destinations worldwide**
- Norwegian is the **third largest airline at London Gatwick**, with 4.6 million yearly passengers, and with more than 800 UK-based pilots and cabin crew
- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** - the airline now flies to 13 U.S destinations with fares from just £139 one way
- Norwegian is the only airline to offer **free inflight WiFi** on UK flights to more than 30 European destinations
- The airline has one of the **youngest aircraft fleets in the world** with an average age of 3.6 years, including next-generation Boeing 787 Dreamliners and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for five consecutive years at SkyTrax World Airline Awards from 2013-2016, along with being awarded the **'World's best low-cost long-haul airline'** in both 2015, 2016 and 2017

## **Contacts**



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