



Roald Dahl tail fin

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## Norwegian announces Roald Dahl as first ever UK tail fin hero

- **As part of author's centenary celebrations, Roald Dahl will become the airline's first British hero to grace aircraft**

Low-cost airline Norwegian is proud to announce that world-famous author Roald Dahl will become its first ever British 'tail fin hero', with the author's portrait set to appear on a Norwegian aircraft. The announcement comes on 'Roald Dahl Day' as part of celebrations to mark Roald Dahl 100.

Since Norwegian's first aircraft took to the skies, the airline has always honoured iconic figures on the tails of its aircraft. Norwegian already has more than 80 tail fin heroes using personalities who symbolise the spirit of Norwegian by pushing boundaries, challenging the norm and inspiring others.

Many of the existing tail fin heroes are famous Scandinavian figures including Hans Christian Andersen, Edvard Munch and Kirsten Flagstad. To reflect Norwegian's rapid growth in the UK, where it now flies 4 million UK passengers each year to more than 40 destinations, the airline has now selected Roald Dahl as its first British tail fin hero.

Born in Cardiff in 1916 and of Norwegian descent, Roald Dahl perfectly captures the essence of Norwegian's tailfin heroes. Roald Dahl himself has an aviation background, joining the RAF at the age of 23 where he served as a fighter-pilot. After being injured in WW2, Dahl began writing for adults before turning his hand to children's stories. The theme of flight has permeated throughout his career, from *James and the Giant Peach* through to *The Minpins*.

Roald Dahl has since become known as the 'World's No.1 storyteller', enriching the lives of children around the globe with his famous books and recognisable characters, many of which have come to life through the stage and screen.

**Thomas Ramdahl, Chief Commercial Officer said:** *"Selecting our first ever British tail fin hero is not only a mark of our huge plans for UK expansion, it is also chance to recognise a truly heroic British figure. Roald Dahl has inspired generations of adults and children and as the world celebrates his centenary, it is a great honour to have this world-famous author adorn our aircraft."*

**Bernie Hall, Brand Marketing Manager, RDLE:** *"Roald Dahl is widely regarded as the world's number one storyteller. Many elements of his universally-loved stories are said to have roots in the Norwegian tales that he heard from his family and from visits to Norway as a child. To be recognised for his connection to Norway in this centenary year, and for him to be made the first British tailfin for Norwegian, is something we are extremely proud of."*

The Roald Dahl tail fin will take to the skies later this year and adorn a Norwegian Boeing 737-800 plane.

Norwegian serves over 40 business and leisure winter destinations from London Gatwick, Manchester, Edinburgh and Birmingham. More than 969 000 seats are now available to book from the UK throughout winter, all aboard brand new Boeing 737 aircraft with free Wi-Fi included.

*For more information visit [www.norwegian.com](http://www.norwegian.com)*

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### Norwegian in the UK:

- Norwegian first launched UK flights in 2003 and now operates from London Gatwick, Edinburgh, Birmingham and Manchester Airports to more than **40 destinations worldwide**
- Norwegian is the **third largest airline at London Gatwick**, with 3.9 million yearly passengers, and with more than 700 pilots, cabin crew and staff working from its Gatwick base
- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** - the airline now flies to 8 U.S destinations with fares from just £135 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 four 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 and 2016

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