



Photo: Atle Straume

Aug 08, 2018 11:13 BST

Jane Austen takes to the skies as Norwegian's latest British tail fin hero

Renowned author graces airline's aircraft

Norwegian is proud to announce that British author Jane Austen has taken to the skies as her portrait adorns the tail fin of a Norwegian Boeing 787 Dreamliner aircraft. The world-renowned author inspired generations with her best-known works including *Sense & Sensibility*, *Pride & Prejudice* and *Emma*.

The Jane Austen tail fin Dreamliner aircraft operates Norwegian's long-haul routes from London Gatwick including the airlines 12 nonstop routes to the USA and flights to Singapore and Buenos Aires.

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

To reflect Norwegian's rapid growth in the UK, where it now flies 5.8 million UK passengers each year to more than 50 destinations, the airline has launched a series of UK tail fin heroes. Jane Austen has become Norwegian's eighth UK tail fin hero following the announcement of children's author Roald Dahl, footballer Bobby Moore, pioneering pilot Amy Johnson, rock legend Freddie Mercury, aviation maverick Sir Freddie Laker, poet Robert Burns and explorer Sir Ernest Shackleton.

Jane Austen, one of the world's most famous authors, born on 16th December 1775, spent most of her life in the historic and beautiful county of Hampshire. Its houses, countryside and people provided the inspiration for many of her novels. It was during her time in the quiet village of Chawton that she wrote and revised six of her most famous novels - Sense & Sensibility, Pride & Prejudice and Northanger Abbey, and wrote Mansfield Park, Emma and Persuasion. It wasn't until 1810 that her first novel Sense & Sensibility was accepted for publishing by Thomas Egerton.

Norwegian's Chief Commercial Officer Thomas Ramdahl said: *"As Norwegian continues its expansion in the UK, our 'tail fin heroes' offer us a perfect chance to pay tribute to some of the greatest Britons of all time. Jane Austen has inspired generations and it is a huge honour to have one of the greatest authors of all time adorn our aircraft."*

Europe's third largest low-cost carrier flew 5.8 million passengers from the UK to over 50 global destinations. The airline has one of the youngest aircraft fleets in the world with an average age of 3.7 years, with more than 150 new aircraft on order. Norwegian has been awarded the 'World's best low-cost long-haul airline' for four consecutive years at the SkyTrax World Airline Awards.

For more information visit www.norwegian.com/uk

Norwegian in the UK and Ireland:

- Norwegian carries **5.8 million UK passengers each year** from London Gatwick, Edinburgh 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 1,000 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 11 U.S destinations, Buenos Aires and Singapore
- In 2017, Norwegian also launched **affordable transatlantic flights from Edinburgh, Belfast, Dublin, Cork and Shannon** to the US East Coast, using the brand new Boeing 737 MAX aircraft
- 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 3.7 years, including next-generation Boeing 787 Dreamliner, Boeing 737 MAX and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for six consecutive years at SkyTrax World Airline Awards from 2013-2018, along with being awarded the **'World's best low-cost long-haul airline'** in 2015, 2016, 2017 and 2018
- Norwegian Reward is the airline's free to join **award-winning loyalty programme** offering members CashPoints and Rewards that reduce the cost of Norwegian flights

Contacts



UK press office details

Press Contact

pressUK@norwegian.com



Marketing/sponsorship requests: marketing@norwegian.com

Press Contact

Marketing/sponsorship requests: marketing@norwegian.com