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Norwegian Introduces Fourth American Tailfin Hero: Babe Ruth

The Great Bambino's image to grace the airline's 20th Boeing 787 Dreamliner

Norwegian announced its fourth American tailfin hero, Babe Ruth. Ruth's likeness is adorned on the tail of Norwegian's twentieth Boeing 787 aircraft, which will take flight in a few days.

George Herman Ruth, Jr., one of the most famous American baseball players, was born in Baltimore, Maryland in 1895. At the age of seven, Ruth was sent to a Catholic reform school, and it was there that he developed a passion for baseball. Ruth was offered a spot on the Baltimore Orioles after owner Jack Dunn took notice of him in high school and signed him to the team in 1914. While playing with the Orioles, Ruth, 19, was referred to as "Jack's newest babe," by fellow players – a name by which he would be known for the remainder of his career.

"Babe Ruth is an American icon and an inspiration to many people worldwide, so when it came time to select our next American tailfin hero, it seemed fitting to pay homage to America's pastime and someone who is known for never giving up," said Thomas Ramdahl, Norwegian's Chief Commercial Officer. "Like Babe Ruth, Norwegian is persistent and has received many accolades. Over the last few years, we've been tenacious in our pursuit to bring more affordable flights to the United States and fulfill our mission to allow everyone to fly affordably."

Since its founding, Norwegian has celebrated iconic and historical figures on the tails of its aircraft. Each of these people share Norwegian's spirit of pushing boundaries, inspiring others and challenging the status quo. Previously announced American tailfin heroes include [Clara Barton](#), [Sojourner Truth](#) and [Benjamin Franklin](#). The airline recently took delivery of the Boeing

787-9 Dreamliner featuring Babe Ruth, the twelfth aircraft of its type in Norwegian's ever-growing fleet.

Norwegian carries more than 5 million UK passengers each year from four UK airports, to over 50 global destinations. The airline has one of the youngest aircraft fleets in the world with an average age of 3.6 years, and more than 200 new aircraft on order. Norwegian has been awarded the 'World's best low-cost long-haul airline' for [three consecutive years](#) at the SkyTrax World Airline Awards.

Norwegian in the UK:

- Norwegian carries **5.2 million UK passengers each year** from London Gatwick, Edinburgh, Belfast 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 9 U.S destinations and Singapore with fares from just £139 one way
- 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 3.6 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 2013-2017, along with being awarded the **'World's best low-cost long-haul airline'** in 2015, 2016 and 2017
- 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

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