

# Sir Freddie Laker's back!

When travelling with Norwegian recently we mentioned more than once the lovely tail fins on the distinctive planes, and also the late Sir Freddie Laker who first offered low price fares across the Atlantic.

Now the low cost airline Norwegian flew to the US from Edinburgh Airport using the brand-new Boeing 737 MAX this weekend featuring the British aviation maverick.



Picture: Norwegian Boeing 737 Max 8 takes off from Edinburgh Airport

The pioneer of low-cost long-haul travel's portrait is emblazoned on the tail fin of Norwegian's brand new 737 MAX, Boeing's newest aircraft type. The Sir Freddie Laker 737 MAX departed Edinburgh for the first time on Saturday evening to Hartford, Connecticut and serviced yesterday afternoon's flight from Edinburgh to Stewart Intl. in New York.

Norwegian's brand new 737 MAX offers up to 189 seats and a longer range which allows the airline to serve smaller cities on both sides of the Atlantic and offer truly affordable fares. The airline always honours iconic figures on the tails of its aircraft, featuring personalities who reflect the spirit of Norwegian through innovation, pioneering achievement and inspiring others.

Sir Freddie Laker was born in Canterbury in 1922 and had a long career in aviation, working for aircraft manufacturer Short Brothers, delivering military aircraft during World War Two, and setting up several airline ventures post-war. Sir Freddie was best known for founding Laker Airways and the 'Skytrain' service which first took to the air in September 1977, offering flights from London Gatwick to New York JFK for

the then ground-breaking fare of £59.

Laker was a popular public figure and knighted by the UK Government in 1978 for services to the airline industry. As one of the first people to challenge established airlines by applying a 'low-cost' model to air travel, Laker set the template for the many 'low-cost carriers' that dominate modern-day aviation – his pioneering approach also coming long before the huge benefits of efficient new aircraft, the internet marketplace and more liberalised industry that modern airlines can now take advantage of.

Sir Freddie's legacy has been a clear inspiration to Norwegian's own low-cost long-haul growth which has now expanded to more than 50 transatlantic routes between Europe and the U.S. Last month, Norwegian launched 12 new routes from the UK and Ireland to the US East Coast, using the brand-new Boeing 737 MAX aircraft.

Thomas Ramdahl, Chief Commercial Officer said: "It's fantastic to see our first British tail fin hero on our new Boeing 737 MAX take to the skies. Sir Freddie Laker is truly an inspirational figure to Norwegian's model of offering affordable fares to everybody, so it is a great honour to have him adorn our aircraft and become our first British tail fin hero on the 737 MAX."



Norwegian will take delivery of six Boeing 737 MAX aircraft in total this summer. The airline has taken delivery of two aircraft so far which have now gone into service. The remaining four 737 MAX aircraft will be delivered and go into service over the coming weeks – one of the next aircraft will feature the author Jonathan Swift.

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 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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