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## Roald Dahl to become Norwegian's first-ever UK Tail Fin Hero

Norwegian today unveiled plans for world-famous author Roald Dahl to become its first ever British 'tail fin hero', with the author's portrait set to appear on a Norwegian aircraft. Dahl was also a U.S. citizen. 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 honored iconic figures on the tails of its aircraft. Norwegian already has more

than 80 tail fin heroes using personalities who symbolize the spirit of Norwegian by pushing boundaries, challenging the norm and inspiring others.

The majority of the existing tail fin heroes are famous Scandinavian figures including Hans Christian Andersen, Edvard Munch and Kirsten Flagstad. As the airline has grown from being a small domestic Norwegian airline to a Scandinavian airline to Europe's third largest low-cost carrier to now being the world's fastest-growing airline, Norwegian is now expanding tail fin hero nationalities.

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 recognizable characters, many of which have come to life through the stage and screen.

"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," said Thomas Ramdahl, Norwegian's Chief Commercial Officer.

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 recognized 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.

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### **About Norwegian Air**

Norwegian Air is the world's fifth largest low-cost airline and carried over 36 million passengers in 2019. The airline operates more than 500 routes to over 150 destinations in Europe, North Africa, Middle East, Thailand, North and South America. Norwegian has a fleet of around 160 aircraft, with an average age of 4.6 years, making it one of the world's youngest and most fuel-efficient fleets.

Norwegian has been named the [Most Fuel-Efficient Airline on Transatlantic Routes](#) by the International Council on Clean Transportation (ICCT) twice. In 2019, the airline [saved 1.7 million metric tons of CO2 emissions](#) compared to the industry average. Norwegian has been voted 'Europe's Best Low-Cost Airline' by passengers for six consecutive years at the SkyTrax World Airline Awards 2013-2019, along with being named the ['World's Best Low-Cost Long-Haul Airline'](#) for the past five consecutive years. Norwegian employs more than 11,000 people worldwide.

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