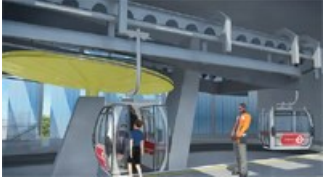


Emirates sponsors UK urban cable car

DUBAI: A new cable car system being built across the River Thames in London will be sponsored by Emirates Airline in its biggest UK sponsorship deal since Arsenal.



Tim Clark, president of Emirates Airline and Boris Johnson, the mayor of London, announced the 204 million Arab Emirates dirham agreement between the airline, the Mayor's Office and Transport for London (TfL) on the banks of the River Thames - next to a mock-up of one of the branded cabins.

The cable car system, running between Greenwich Peninsula and the Royal Victoria Docks, will be known as the Emirates Air Line. The two stations will be pre-fixed with Emirates and carry a specially designed roundel - the familiar symbol of the London Underground. Both branded stations will be seen on the British capital's underground map.

Scheduled for completion in summer 2012, the Emirates Air Line will offer commuters and visitors to London aerial views of the city as they travel across the Thames between the two newly named stations, Emirates Greenwich Peninsula and Emirates Royal Docks.

"As one of the world's most innovative airlines, the link with this new form of air travel in London is a perfect fit for us. The Emirates Air Line will take off as an iconic landmark for London," said Clark. "We are always looking for new ways to support the communities we serve and what better way than to bring this ground-breaking transport scheme to residents and visitors alike," Clark added.

"This multi-million pound deal is tremendous news for London, helping us to deliver a new addition to the city's skyline," said Johnson. "The Emirates Air Line will be an exciting and innovative mode of transport, easing travel for thousands and offering spectacular bird's eye vistas of our majestic Thames. The UK's first urban cable car will also act as a vibrant catalyst for the further regeneration of east London, helping to attract jobs and investment for the benefit of Londoners," Johnson added.

The AED 204 million deal will see Emirates provide significant private sector investment to this new transport scheme.

"This marks the start of an exciting new partnership. It's great that Emirates shares the mayor and TfL's vision to create this

innovative transport link across the Thames and boost regeneration in the area, the first urban cable car in the UK, said Mike Brown, MD of London Underground and London Rail. "Main construction works began in July and we are on track to open next summer. Much of the manufacture, including the steel towers, is being built in the UK, boosting companies across the country."

This is the most significant UK sponsorship for Emirates since its AED 567 million shirt and stadium naming deal with Arsenal, which was announced in 2004 - at the time, the biggest sponsorship in English football history.

Emirates operates 15 daily flights to the UK, eight of which go into London and two of those services operated with the airline's flagship A380. It is estimated that the airline contributes over \$400m to UK tourism annually.

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