



BLADE PARTNERS WITH UBER FOR COACHELLA FESTIVAL HELICOPTER CHARTER SERVICE

News / Business aviation



Blade the New York-based private helicopter service has partnered with transport app company **Uber** to provide charter flights to the **Coachella** music festival in California. The flight, which can be purchased through either provider and will cost \$4,170 for a charter that can sit up to six people at \$695 each.

The partnership will extend the current offering from **Uber** in the private helicopter space as it already operates in the charter sector for film festivals including **Cannes** and **Sundance**. It has also provided transport for **Coachella** for the previous two years, but this is the first time it has partnered with **Blade**, known as the “Uber of helicopters”.

Blade currently offers a service from major New York airports and to holiday spots like **Martha's Vineyard** and **The Hamptons**. Charter helicopters will depart from **Van Nuys Airport**, with a pick up from an **Uber SUV** to **Indio, California** to attend the festival. **Uber** will also offer an **SUV** back to **LA** for \$399 for those who reserve a chopper.

Blade was founded by former **Sony/ATV** and **Warner Music Group** executive **Rob Wiesenthal**. The

Coachella service marks Blade's first move into the west coast.

Coachella's headliners this year are Guns N' Roses, LCD Soundsystem and Calvin Harris. The AEG-owned starts on 15 April.

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