# Virgin Atlantic and Joby Aviation to launch UK electric air taxi service



A transformative partnership has emerged in the transportation sector, as Virgin Atlantic teams up with Joby Aviation to revolutionise air travel in the United Kingdom. This collaboration heralds the launch of an electric air taxi service aimed at providing efficient and eco-friendly transport options. By integrating Joby Aviation's advanced electric vertical takeoff and landing (eVTOL) aircraft, the initiative promises to significantly enhance connectivity between urban hubs and airports, particularly at Heathrow and Manchester.

The eVTOL aircraft is engineered to accommodate one pilot and up to four passengers, making it ideal for short-range journeys at speeds reaching 200 mph. Such capability not only facilitates quicker travel but also alleviates typical congestion issues faced by ground transport. Joby CEO JoeBen Bevirt stated, “We are committed to delivering faster options for mobility across the country,” highlighting the service’s goal of enhancing mobility and convenience for passengers. Booking options will be seamlessly integrated into Virgin Atlantic's existing app and website, ensuring a user-friendly experience.

This venture is particularly timely, as concerns about the environmental impact of traditional aviation grow. A report from the Sierra Club indicates that up to 71% of aviation-related carbon pollution derives from passenger travel. Joby's eVTOL technology presents a promising solution to this challenge, offering zero-emission journeys that aim to contribute to reduced carbon footprints. By swapping conventional fuel jets for electric alternatives, the partnership underscores a turning point towards more sustainable air travel, extending the benefits typically associated with electric vehicles on land.

Interestingly, this move follows Virgin Atlantic's prior collaboration with Vertical Aerospace, from which it transitioned to the partnership with Joby. The shift emphasises Virgin Atlantic's commitment to tapping into the most innovative technologies available to enhance its service offerings. Moreover, as Virgin Atlantic shares a beneficial relationship with Delta Air Lines—holding almost half of its shares—the potential for expanding this air taxi network into the United States adds an intriguing layer to the development, indicating an international vision beyond U.K. borders.

Virgin Atlantic’s air taxi initiative is not alone in the burgeoning aerial taxi market. Competitors like Archer Aviation have already begun establishing air taxi systems in urban environments, such as New York City, showcasing the growing interest and investment in aerial mobility solutions. Joby Aviation's ambition to initially launch its air taxi services in Dubai later this year further highlights a global momentum towards integrating eVTOLs into everyday travel, raising excitement about the future of urban transport.

As the venture takes off, it stands to offer remarkable opportunities for leisure and business travellers alike, enabling quicker access to local destinations whether for quick getaways or corporate trips. In a world where instant gratification and efficiency are increasingly demanded, this partnership not only resonates with contemporary travel needs but also reflects an essential pivot towards preserving the environment amid modern mobility challenges.

The prospect of jetting off in an air taxi presents an innovative leap in transportation, merging convenience with ecological responsibility. As the United Kingdom embarks on this journey, the collaboration between Virgin Atlantic and Joby Aviation sets a precedent for how air travel can evolve, promising to cater to the needs of the new-age traveller.

## Reference Map:

* Paragraph 1 – [[1]](https://www.thecooldown.com/green-tech/virgin-atlantic-air-taxi-service-uk/), [[2]](https://www.jobyaviation.com/news/uk-electric-air-taxi-service-on-the-horizon/), [[3]](https://www.ainonline.com/aviation-news/air-transport/2025-03-17/virgin-atlantic-teams-joby-uk-evtol-air-taxi-network)
* Paragraph 2 – [[1]](https://www.thecooldown.com/green-tech/virgin-atlantic-air-taxi-service-uk/), [[2]](https://www.jobyaviation.com/news/uk-electric-air-taxi-service-on-the-horizon/), [[4]](https://www.forbes.com/sites/nicolekobie/2025/03/17/virgin-drops-vertical-aerospace-for-joby-on-uk-air-taxis/)
* Paragraph 3 – [[3]](https://www.ainonline.com/aviation-news/air-transport/2025-03-17/virgin-atlantic-teams-joby-uk-evtol-air-taxi-network), [[5]](https://www.ksbw.com/article/uk-airline-joby-aviation-air-taxi-california/64233375)
* Paragraph 4 – [[4]](https://www.forbes.com/sites/nicolekobie/2025/03/17/virgin-drops-vertical-aerospace-for-joby-on-uk-air-taxis/), [[6]](https://www.electrive.com/2025/03/17/joby-and-virgin-atlantic-announced-evtol-taxi-partnership/)
* Paragraph 5 – [[1]](https://www.thecooldown.com/green-tech/virgin-atlantic-air-taxi-service-uk/), [[7]](https://www.independent.co.uk/travel/news-and-advice/virgin-atlantic-flying-taxis-uk-joby-b2716423.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thecooldown.com/green-tech/virgin-atlantic-air-taxi-service-uk/> - Please view link - unable to able to access data
2. <https://www.jobyaviation.com/news/uk-electric-air-taxi-service-on-the-horizon/> - Joby Aviation and Virgin Atlantic have announced a partnership to launch electric air taxi services in the UK. The collaboration aims to provide zero-emission, short-range journeys from Virgin Atlantic's hubs at Heathrow and Manchester airports. Joby's electric vertical takeoff and landing (eVTOL) aircraft, capable of carrying a pilot and up to four passengers at speeds up to 200 mph, will be available for booking through Virgin Atlantic's platforms. This initiative builds upon an existing agreement between Joby and Delta Air Lines, which owns a 49% stake in Virgin Atlantic, to launch services in both the UK and the US.
3. <https://www.ainonline.com/aviation-news/air-transport/2025-03-17/virgin-atlantic-teams-joby-uk-evtol-air-taxi-network> - Virgin Atlantic has partnered with Joby Aviation to develop an electric vertical takeoff and landing (eVTOL) air taxi network in the UK. The service will offer zero-emission, short-range journeys from Virgin Atlantic's hubs at Heathrow and Manchester airports. Joby's eVTOL aircraft, designed to carry a pilot and up to four passengers at speeds up to 200 mph, will be available for booking through Virgin Atlantic's app and website. The partnership aims to provide faster, more sustainable travel options for passengers.
4. <https://www.forbes.com/sites/nicolekobie/2025/03/17/virgin-drops-vertical-aerospace-for-joby-on-uk-air-taxis/> - Virgin Atlantic has shifted its partnership from Vertical Aerospace to Joby Aviation for the development of air taxi services in the UK. The collaboration aims to offer zero-emission, short-range journeys from Virgin Atlantic's hubs at Heathrow and Manchester airports. Joby's eVTOL aircraft, capable of carrying a pilot and up to four passengers at speeds up to 200 mph, will be available for booking through Virgin Atlantic's platforms. The partnership is expected to provide faster and more sustainable travel options for passengers.
5. <https://www.ksbw.com/article/uk-airline-joby-aviation-air-taxi-california/64233375> - Joby Aviation and Virgin Atlantic have announced a partnership to launch electric air taxi services in the UK. The collaboration aims to provide zero-emission, short-range journeys from Virgin Atlantic's hubs at Heathrow and Manchester airports. Joby's eVTOL aircraft, designed to carry a pilot and up to four passengers at speeds up to 200 mph, will be available for booking through Virgin Atlantic's app and website. The partnership aims to offer faster, more sustainable travel options for passengers.
6. <https://www.electrive.com/2025/03/17/joby-and-virgin-atlantic-announced-evtol-taxi-partnership/> - Joby Aviation and Virgin Atlantic have announced a strategic partnership to launch electric air taxi services in the UK. The collaboration aims to provide zero-emission, short-range journeys from Virgin Atlantic's hubs at Heathrow and Manchester airports. Joby's eVTOL aircraft, capable of carrying a pilot and up to four passengers at speeds up to 200 mph, will be available for booking through Virgin Atlantic's platforms. The partnership is expected to offer faster and more sustainable travel options for passengers.
7. <https://www.independent.co.uk/travel/news-and-advice/virgin-atlantic-flying-taxis-uk-joby-b2716423.html> - Virgin Atlantic has partnered with Joby Aviation to introduce electric air taxi services in the UK. The collaboration aims to provide zero-emission, short-range journeys from Virgin Atlantic's hubs at Heathrow and Manchester airports. Joby's eVTOL aircraft, designed to carry a pilot and up to four passengers at speeds up to 200 mph, will be available for booking through Virgin Atlantic's app and website. The partnership is expected to offer faster and more sustainable travel options for passengers.