



Media Alert

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Vertical Flight Society Leads Electric VTOL / Urban Air Mobility Efforts at Heli-Expo
Three Opportunities to Learn About eVTOL/UAM in Anaheim

Anaheim, California, Jan. 24, 2020 — The Vertical Flight Society, the world's leading non-profit organization working to advance vertical flight, announces today its activities at Heli-Expo to highlight advanced new military and civil vertical takeoff and landing (VTOL) aircraft. Heli-Expo 2020 is hosted by the Helicopter Association International (HAI) and is being held Jan. 28–30, 2020, in the Anaheim Convention Center, in Anaheim, California.

On Monday, Jan. 27, VFS will be hosting its annual Heli-Expo press briefing, reporting on the latest developments and forecast of the vertical flight industry, including industry trends and technology advances:

VFS Press Briefing: Future of Vertical Flight

www.rotor.org/home/heli-expo/press/press-schedules

Monday afternoon, Jan. 27 @ 3:00 – 3:45 pm, Room 213A

Speaker: Mike Hirschberg, Executive Director, Vertical Flight Society

This year, VFS is holding its third annual electric vertical takeoff and landing (eVTOL) panel discussion at Heli-Expo, with a specific focus on the very low benefits of eVTOL aircraft. Leading members of the eVTOL community and HAI's Fly Neighborly Committee will provide their insights:

Third Annual eVTOL Panel: The ((Quiet)) Electric VTOL Revolution

www.vtol.org/evtol-revolution

Wednesday morning, Jan. 29 @ 9-11 am, Room 210AB

Moderated by Elan Head, *Vertical Magazine*

- Jim Sherman, Vertical Flight Society
- Juliet Page, Volpe — HAI Fly Neighborly Working Group Chair
- Ben Goldman, Joby Aviation
- Pamela Cohn, Hyundai Motor Group, UAM Division
- Mark Moore, Uber Technologies

VFS has been leading efforts since 2014 on eVTOL developments for urban air mobility (UAM) and other missions; most of the leading eVTOL developers are members of VFS. Low-noise

eVTOL aircraft will significantly expand the market for vertical flight. This event is sponsored by Vertical Magazine.

The two previous VFS Electric VTOL Revolution panels at Heli-Expo, in 2018 and 2019, featured leaders from Airbus, Bell, FAA, Uber and NEXA providing their perspectives on the potential of eVTOL for missions such as UAM. This year, HAI is building on the Vertical Flight Society's past work by hosting its first panel, "Urban Air Mobility Forum" as part of its main program:

HAI Urban Air Mobility Forum

www.rotor.org/home/heli-expo/attend

Tuesday afternoon, Jan. 28 @ 1-3 pm in Ballroom CDE

Moderated by Jim Viola, HAI President and CEO

- Airbus: Travis Mason, vice president for certification and regulatory affairs
- Bell: Carey Cannon, chief engineer of technology and innovation
- FAA: Jay Merkle, executive director, Unmanned Aircraft Systems Integration Office
- Uber: Nikhil Goel, head of product for aviation
- NEXA Capital Partners: Michael Dymant, founder and managing partner

VFS recommends that those interested in learning more about eVTOL/UAM should attend all three discussions. There is no cost to attend these events, but you must be registered for Heli-Expo.

Videos of prior VFS panels and more than 100 hours of other past eVTOL/UAM presentations and discussions can be found on the VFS website at www.vtol.org/videos.

VFS is recognized as a leader of the Electric VTOL Revolution. The Society's sold-out 7th Annual Electric VTOL Symposium — held this past week in San Jose, California, as part of the VFS Transformative Vertical Flight 2020 conference — attracted some 500 attendees and continues as the world's largest and longest-running event focusing on the incredible promise, progress and challenges of eVTOL aircraft.

The Society's Electric VTOL News™ website, www.eVTOL.news, the first and foremost eVTOL information website, catalogues all known eVTOL aircraft; this comprehensive directory now includes more than 250 eVTOL aircraft concepts — a leap of 100 aircraft since this time last year — representing 187 different companies/developers. Morgan Stanley predicted in 2018 that the market could be worth as much as \$1.5T by 2040, while other studies suggest it could be double that.

VFS continues its work to bring together the vertical flight developers from government, industry and academia, along with investors, suppliers and standards development organizations (SDOs) to tackle the barriers to realizing ubiquitous use of electric VTOL technology for UAM and other missions.

About the Vertical Flight Society: VFS was founded as the American Helicopter Society in 1943 by the visionaries of the early helicopter industry, who believed that technological advancements and collaboration were essential to support this new type of aircraft. Today, history is repeating itself with VFS playing a similar role helping to advance today's revolutionary VTOL aircraft.

Follow VFS on social media ([Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), [Vimeo](#) and [YouTube](#)) at @VTOLsociety.

The Vertical Flight Society

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