A QANTAS PLANE RACES A TESLA IN CROSS-PROMOTION TO PUSH SUSTAINABILITY

News / Airlines

Australian national carrier Qantas Airlines has partnered with Tesla for a new collaboration to promote sustainability initiatives.

The partnership officially launched this weekend, well timed to follow the reveal of Tesla's new Model S electric vehicle.

To mark the new partnership, Qantas held a runway race at Avalon Airport between one of its Boeing 737 aircraft and a Tesla S P90D car.

The winner was a bit difficult to determine. Just when the Tesla was ready to overtake the Boeing 737, the aircraft took off, as planes do. We'll call it a tie.

Qantas' Head of Environment and Fuel, Alan Milne, described the collaboration with Tesla as "a meeting of minds."

"Both our companies are passionate about continuing to push the boundaries of customer service, innovation and sustainability in the transport industry," said Milne. "We're huge admirers of the way Tesla has transformed the electric car sector as a premium brand and we look forward to sharing our understanding and advance the work we started in 2012 on biofuels as an alternative to jet

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fuel. What better way to celebrate working together than having a unique race—car versus plane.”

Qantas and Tesla have agreed to share technology, skills, and knowledge for sustainability programs. Over the coming months, Qantas and Tesla will also introduce joint services and benefits for customers.

Qantas frequent fliers will enjoy special events coordinated to let them experience Tesla vehicles and technology. Tesla Model S owners will get Qantas Club membership.

Tesla High Power Wall Connectors will be installed at Qantas Valet facilities in Sydney, Melbourne, Brisbane and Adelaide, which will allow Model S owners to charge their cars while they travel. Qantas also becomes “Tesla’s airline of choice in Australia” and will offset all the car maker’s domestic corporate travel emissions as part of Qantas’ Future Planet Program.

The video:

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