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TURNING POINT

THE SMART NATION OPPORTUNITY

How do you build an entirely new mode of transportation – like “flying taxis” that could get you out of a crowded stadium in minutes – without knowing the rules that will ultimately govern it?

That was the challenge that advanced air mobility company Supernal took on. Discover five turning points in its journey of bringing the Jetsons to life.

BUILDING A REGULATORY FOUNDATION

Launched as the Urban Air Mobility Division of Hyundai Motor Group at CES 2020 and rebranded the following year, Supernal's priority was working with lawmakers to develop regulatory frameworks for electric vertical takeoff and landing (eVTOL) technology: from infrastructural requirements and use cases to noise levels and safety standards.



ADDRESSING PUBLIC MISCONCEPTIONS

“In the early days, a lot of people thought eVTOL aircraft would be flying from rooftop to rooftop in cities like Los Angeles, which is a fantastic image,” says Diana Cooper, Supernal's Chief Partnerships and Policy Officer. “In reality, electrification is a huge challenge for our industry. It's not so easy to electrify rooftops. A more practical solution is to adapt ground-based infrastructure, like parking lots.”

GROWING A COMMERCIAL BASE

For many, seeing is believing. The unveiling of Supernal's product concept at CES 2024 enabled commercial partners to experience the cabin first-hand – crucial to Supernal's vision of launching passenger journeys by 2028.

TAKING OFF STEADILY

As the Federal Aviation Authority finalizes its frameworks for the use of advanced air mobility aircraft, including intracity and regional transportation, disaster relief operations and air tours, some of the unknowns that confronted Supernal in 2020 are finally being answered. “It's more of a marathon than a sprint,” says Cooper.

UNIFYING GLOBAL STANDARDS

From its very first memorandum of understanding with the City of Miami in 2022 to its most recent agreements with Singapore in 2024, Supernal's partnership-focused strategy is taking off across borders. The next step is scaling its technology through the harmonization of regulations around the world.

Business is rarely a straight line.

