FOUR WAYS ELECTRA ULTRA SHORT AIRCRAFT WILL TRANSFORM TRAVEL VIA DIRECT AVIATION

News / Manufacturer



Following last month successful public demonstrations of its Ultra Short aircraft at Virginia Tech, Electra released a vision for how its groundbreaking aircraft is redefining advanced air mobility for people and goods. The company also unveiled a new video highlighting the promise of direct aviation.

Marc Allen, CEO of Electra commented: “At Electra, we’re opening the new era of direct aviation and creating smarter, faster ways to connect people and goods," said Marc Allen, CEO of Electra. “These four models showcase how the transformational and practical capabilities of the EL9 will finally move us beyond the broken hub-and-spoke model toward a future where travelers can go directly where they want to go.”

What is direct aviation?

Direct aviation connects people from where they are to where they want to go by utilizing thousands of accessible locations (known as Ultra Short Access Points), which can be as small as soccer fields. These sites can include underutilized airport facilities, multi-pad heliports, vertiports, novel airstrips, parking lots, and dedicated spaces near campuses or commercial areas.

This new model will replace long drives, crowded terminals, and congested infrastructure with direct, efficient flights. The process will be as simple as ordering a car ride, where travelers pull out their mobile device, order a flight, and head directly to their destination. Powered by Electra EL9 Ultra Short aircraft, which uses electric blown-lift technology to take off and land in just 150 feet, direct aviation unlocks mobility options never before possible.

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The four models

Community Connections: Travelers will use underutilized airports and novel airstrips close to home to fly where they want to go, slashing travel times and fueling economic growth in places traditional aviation has left behind. This includes:

- *Intercity Connectors:* Convenient direct travel for travelers in heavily populated areas in and around major cities.
- *Commuter Corridors:* Fast links to major job centers from suburbs, avoiding congested ground routes.
- *Small Community Services:* Essential connectivity for geographically isolated communities.

Leisure Launchpads: Travelers fly directly in and out of recreational destinations via Ultra Short Access Points. Destinations include lakes, beaches, ski towns, or second homes, eliminating long drives or inconvenient airport transfers that make leisure travel a hassle.

Airport Feeders: Increased use of general aviation airports and expanded capacity of larger hubs by enabling takeoffs and landings on ramps and taxiways instead of runways. This model reduces overall travel time and utilizes remote terminals equipped with screening and parking facilities to alleviate main airport and airspace congestion.

Airport-Free Cargo: Shippers move cargo directly between factories, warehouses, distribution centers, and other destinations. Many small and mid-sized airports are already used for chartered freight but lack efficient short-hop connectivity. Ultra Short aircraft extend logistics networks into areas where delivery speed is critical, but infrastructure is limited.

Electra EL2 prototype completed commercial demonstrations at Virginia Tech last month, validating the technology behind the company's flagship EL9 Ultra Short aircraft, which is expected to enter commercial service in 2029.

The EL9 delivers flights that are faster, quieter, and more cost-effective than alternatives. The aircraft operates at one-third the cost of helicopters or eVTOLs while being 100 times quieter. It integrates seamlessly with existing aviation systems and can deploy where demand already exists. Market interest is strong with more than 2,200 provisional orders from over 60 operators worldwide, representing a $13 billion backlog – making the EL9 one of the most in-demand aircraft in the advanced air mobility sector.

In the coming months, Electra will unveil sample routes and operator partnerships that further showcase how the Ultra Short unlocks this new era of direct aviation.

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