

Etihad Airways launches campaign celebrating Abu Dhabi-born ambition



The brand campaign marks the next chapter in the airline's story, built on the same ambition that has always shaped Abu Dhabi and Etihad

The national carrier of the UAE has launched a brand campaign to reflect the ambition of [Etihad Airways](#), illustrated by a brand film. Rooted in the spirit of Abu Dhabi, Beyond Borders is a "celebration of ambition and the people, places and connections that grow when we choose to step beyond the familiar," the airline said.

A philosophy built on ambition

"Every meaningful journey begins when someone chooses to go beyond," Etihad said in its press release.

Beyond Borders is inspired by a universal truth: the moments that shape us most often begin with a single act of courage in pursuit of something greater.

"Where you come from is only half the story. Where you are going carries endless possibility, and there is no limit to where that journey can take you next," Etihad explained of the philosophy behind the campaign's message.

The belief that true ambition demands courage is one Etihad advocates and encourages. For Etihad, Beyond Borders is about ambition and human potential.

Antonoaldo Neves, Chief Executive Officer of Etihad Airways, said, "Beyond Borders is a new chapter for Etihad. Every route we fly, every guest we carry and every partnership we build reflects the same ambition that Abu Dhabi was built from. This city gave us an identity, a purpose, and a reason to reach further, and everything we've built as an airline over the past 23 years reflects that.

"For every guest who flies with us, we believe that some journeys take you beyond the destination, and we're here to help you make that journey. This philosophy is shaping how we grow. Beyond Borders is the lens we look through at the start of every journey and the attitude we use to break through every barrier; where others stop at the border, we go beyond it."

Beyond Borders

Beyond Borders is a mindset that guides how Etihad flies, serves and grows, carrying the same restless ambition the airline has grown from, into the decades ahead, the August 31 press release said.

This approach translates into tangible ambitions for Etihad: investing US\$20 billion over the next 10 years in new aircraft, enhanced products and an elevated passenger experience; growing its global network with purpose to reach more than 150 destinations; deepening partnerships that connect the world to Abu Dhabi and bring value to guests; and building an airline that reflects the identity of its home.