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Uber caters to affluent New Yorkers with Hamptons helicopter service

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Helicopters chartered by Fly Blade

By STAFF REPORTS

Car service application Uber is expanding its transportation options for the holiday weekend with UberChopper.

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On July 3, consumers can book a private helicopter to East Hampton or Southampton for five passengers using the main Uber app. For affluent consumers already accustomed to Uber's car service, this will likely appeal as an alternative to traffic.

Fly away

Uber's helicopter service will be available from 10 a.m. to 5 p.m. on July 3. The flights are arranged by Fly Blade.

In the app, consumers can select "Chopper" to reserve. Once the pickup location and destination are chosen, Uber will call to confirm.



Screenshot of Uber app

Uber will send an SUV to escort the consumer and four friends to the helipad, as well as pick the passengers up at the helipad on arrival.

The flat rate for a helicopter is \$2,500, or split among five, \$500 each.

As New Yorkers flock to the Hamptons for beach scenery, a number of services are cropping up to help ease the trip east.

Fly Blade, a new high-end transportation service, is taking the stress out of traveling to the Hamptons by chartering helicopters from New York to Long Island's east end.

With congested roadways and limited train seats available, affluent consumers looking for a quick weekend getaway do not want to sit in Friday afternoon traffic. Fly Blade is

designed to save consumers time and aggravation by creating any easy way to book travel plans to and from the Hamptons ([see story](#)).

This partnership will likely boost awareness of Fly Blade, while also instilling positive feelings about Uber.

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