

# NEWS



1 March 2003

## GET READY - THE FUTURE IS HERE... IS IT A BIRD? IS IT A PLANE? NO IT'S YOUR DOMINO'S PIZZA DELIVERY

With the ever-increasing traffic problems across the UK and Ireland, Domino's Pizza has been researching ways to rise above them, quite literally! Pizza fans may soon be ordering a delivered pizza and watching in amazement as the pizza guy glides up their driveway effortlessly atop the Domino's Hoverboard.

Domino's Pizza has been working hand-in-hand with Airboard Europe to develop a Hoverboard model that is not only road-safe but has the potential to overtake the moped in terms of delivery efficiency. The early prototype raises up to 1 cm off the ground and can glide over all hard services including ice assisting, in particular, when deliveries are affected by adverse weather conditions. A model that can operate over water is under development as is a fully-functioning, environmentally-friendly electric version which is near completion.

Domino's Pizza continues to research and develop the latest modes of transport and technology in order to constantly improve delivery. Local spokesperson Bernadette Eddisford said: "At the end of the day we have a simple goal of delivering our pizzas safely and efficiently and we won't compromise on that. If you'd told me twenty years ago that I'd be able to order a Domino's pizza using my television remote control I'd have laughed out loud so who knows what the future holds for transport? Our target is to keep improving the technology available to us in order to raise the standards of delivery efficiency."

The early model may not yet be able to fly through the air above head-height but Airboard Europe is confident that in the not too distant future they will be able to do just that. "If we increase the Hoverboard's lift by five inches a year then by the year 2020 we could be eight feet off the ground."

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