



Joby Aerial Taxi to launch in 2026: What can companies in relevant sectors expect?

Joby Aviation tested its first fully electric air taxi in Dubai, which would be crucial in the emirate's efforts to bring aerial transportation into its efficient urban mobility networks by 2026. The trial simulated an ordinary aerial taxi route and was carried out southeast of downtown Dubai. After performing a vertical lift and flying for a few miles, Joby's electric vertical take-off and landing (eVTOL) aircraft made a vertical landing. Everything was being closely monitored by senior government officials and transportation executives.

It's worth noting that in early 2024, Joby signed an exclusive six-year agreement with Dubai's Roads and Transport Authority (RTA), giving the company sole rights to operate air taxis across the city. The planned launch will begin with four vertiports located at DXB, Palm Jumeirah, Downtown Dubai, and Dubai Marina.

Besides aiming to ease congestion by approximately 73%, this innovation signals to investors and founders setting up a business in Dubai that the government is open to supporting cutting-edge solutions to ensure the development of its transportation system.

This document outlines the opportunities that come with Joby's eVTOL aircraft launch in 2026 and what companies in the transportation and tech sectors can expect.



Why global entrepreneurs in transportation
and technology should pay attention





With the commercial launch of air taxis planned for 2026, the city is elevating its international reputation as a testing ground for next-generation transport. Anyone considering starting a business in Dubai should view this development as a strategic opportunity. If their solutions tackle urban congestion, reduce carbon emissions, or improve travel efficiency, the emirate is actively seeking innovative solutions.

Moreover, early-stage investments and pilot partnerships can be significantly de-risked in a city that is already developing dedicated infrastructure such as vertiports. Those looking to set up their business operations in Dubai in related sectors — such as air traffic systems, EV fleet maintenance, or AI-driven traffic analytics — can find opportunities to integrate into this emerging aerial ecosystem. Beyond transport, enterprises stand to benefit from the emirate's shift to aerial mobility.

As Joby's aircraft prepares for takeoff, the message is clear: Dubai is building the future of urban transport and creating space for global innovators to take part.



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A screenshot of a web form titled "Become a Royalty Partner" with the SEED GROUP logo at the top. The form is set against a background of desert dunes. It contains several input fields and a dropdown menu, all marked with an asterisk to indicate they are required.

Company Name *	Type of Business (B2B/B2C/B2G) *
<input type="text"/>	<input type="text"/>
Company Website *	Company Location *
<input type="text"/>	<input type="text"/>
<small>If not applicable, please type N/A</small>	
Company Industry *	Product/Service *
<div>Please Select </div>	<input type="text"/>
Company Phone No.	Year of Establishment

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Dubai's outstanding achievements in 2024 undoubtedly amplify its voice in the global investment and innovation expanse. These milestones, along with its pro-business policies and strategic vision, enhance the ease of starting a business in the emirate. Entrepreneurs and investors worldwide arguably benefit from Dubai's forward-thinking approach, making it a top place for company success.

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