



EMIRATES MARS MISSION

HOPE PROBE

09 02 2021

KEY MESSAGES

- The Emirates Mars Mission is the first-ever Arab mission to another planet. The UAE's Mars Hope probe carries the aspirations of millions of people across **56** Arab and Islamic countries for the mission's role in establishing an Arab presence on the global space map.
- The **Emirates Mars Mission** team has overcome several challenges, including the transfer of the probe from Dubai to its launch site in Tanegashima Island in Japan during the outbreak of the coronavirus pandemic across the world.
- The Hope probe is travelling more than **493** million kilometers from Earth to its orbit around Mars.
- Once the Hope probe successfully arrives to Mars' orbit on **February 9, 2021**, the UAE will be the **5th nation** in the world to reach the Red Planet.
- The Emirates Mars Mission sends a key message of the capability of the UAE, and the wider Arab world, to achieve giant scientific leaps and develop interplanetary explorations that contribute to mankind. The Hope probe presents an investment for the future and a source of inspiration for youth that the sky is not the limit, but the beginning of dreams.
- The Hope probe carries a message for future generations that the impossible is possible. With determination and willpower, people can turn challenges into opportunities.
- **The Emirates Mars Mission** largely contributes to humanity, in general, and the global scientific community, in particular. The Mars data gathered by the probe will be shared freely with more than **200** research centers and scientific institutions across the world.

KEY MESSAGES

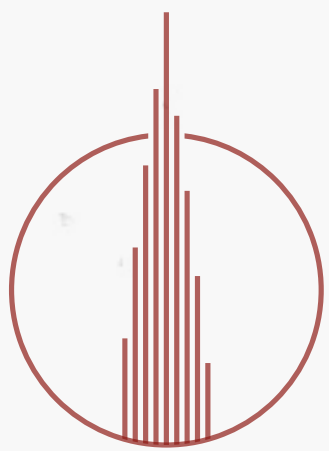
- The Hope probe's arrival to Mars' orbit in 2021 will coincide with the UAE's **50th anniversary**.
- The probe was developed in **six years**, half the duration of conventional missions.
- **66** components of the probe were made in the UAE.
- The Emirates Mars Mission has established **15** global partnerships with universities and research centers



OFFICIAL LOGO



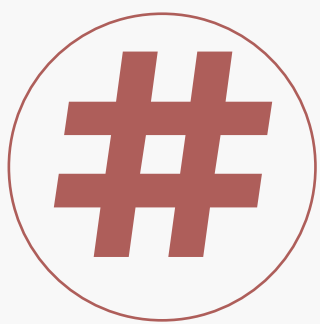
JOIN THE HISTORIC CAMPAIGN OF THE HOPE PROBE'S ARRIVAL TO **MARS**



Buildings across the UAE will go red
from **February 4-9**



Engage in the media campaign
February 1-9



On social media
#ArabstoMars



@HopeMarsMission



@TheEmirates



hopemarsmission



nationbranduae



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Hope Mars Mission

“The Emirates Mars Mission is an accomplishment for every Arab, a source of pride for every Emirati, and a path-breaking achievement for our engineers.

Mohammed bin Rashid Al Maktoum

“The Hope probe team is an honourable model for Emirati and Arab youth. The team and other national cadres in all the sectors are our real and winning bet for the future.

Mohamed bin Zayed Al Nahyan

