



Our successful partnership with Lufthansa expands

Under the agreement with Lufthansa, PrivatAir provides aircraft crew, maintenance and insurance, allowing them to offer customers comprehensive, attractive and entirely flexible air services to and from the United States

IN JUNE 2002, PrivatAir and Lufthansa inaugurated a new era in business aviation, with the launch of the first transatlantic all-business-class service between Düsseldorf and New York's Newark airport.

This route is served daily (except Tuesdays), on PrivatAir's 48-seat Boeing Business Jet. Flight time to the US is eight hours 30 minutes and the return trip to Germany takes seven hours 35 minutes. Ticket prices are the same as Lufthansa's standard business-class fare on this route.

'The co-operation with PrivatAir allows us to accommodate customer demand for a non-stop connection from North Rhine-Westphalia to New York and we are delighted to be able to serve the route economically in co-operation with a partner airline,' comments

Lufthansa Executive Vice-President Sales Thierry Antinori. 'Feeder flights from Hamburg, Stuttgart and Berlin have been timed to connect with this flight and make it a very attractive offer,' adds Karl Ulrich Garnadt, Lufthansa Senior Vice-President Network Management.

Since its introduction, the new service has clearly demonstrated the interest of the business traveller in direct point-to-point services between specific city pairs, avoiding the need to change planes at congested hub airports. Indeed, passenger surveys carried out by Lufthansa have regularly shown an exceptionally high level of customer satisfaction with this service, offering them real added value in terms of comfort, while saving them time. Based on the success of this first experience, Lufthansa has now contracted PrivatAir to operate two addi-

tional direct business-class-only routes for them: München-Newark (launched on 19 May), and Düsseldorf-Chicago (9 June).PrivatAir has acquired two new Airbus A 319 LR aircraft in order to meet this increased demand.

Greg Thomas,CEO of PrivatAir, says:‘We’re setting the standards for business-class travel.We realize that our client’s journey doesn’t start or stop at the aircraft door.From the moment you

pull up at the airport until you catch a taxi at your destination, you are treated to an optimal-class,seamless service.’

Other airlines have been monitoring the service with great interest and PrivatAir is in negotiation with a number of potential partners with a view to introducing similar all-business-class services between other city pairs, using both Boeing Business Jets and Airbus A319 aircraft. ■

PrivatAir and Swissport co-found PrivatPort in Geneva

SWISSPORT INTERNATIONAL and PrivatAir have decided to establish a joint company at Geneva Airport named PrivatPort,which will play a substantial role in the exclusive executive-jet-handling business. In a second phase, PrivatPort will offer its ground handling services to the same customer segment at other airports around the world.

Swissport International handles 60 million passengers a year at more than 150 airports in 29 countries,employs 18 000 personnel on five continents, with a total operating revenue of about \$750 million per year.

The introduction of ground handling activities in Geneva is a logical step for PrivatAir, which recently opened Geneva’s C3 private passenger terminal with its own VIP lounge.

‘As the seat of so many international organisations and with its established market of private aircraft movements, Geneva is an excellent place to offer this much-enhanced service to our customers,’ says Dr Ludwig Bertsch, Executive Vice-President Corporate Services and Private Aviation at Swissport International.Greg Thomas,CEO of PrivatAir, is equally optimistic: ‘We’re convinced that, with Swissport, we have found the ideal partner to continue our expansion. All the more so when we consider that Swissport offers these services at more than 40 airports worldwide.’

The exclusive business-aviation sector continues to develop well,despite the current economic difficulties – a trend which is due in no small part to the additional security measures



Left: Dr Ludwig Bertsch, Executive Vice-President Corporate Services and Private Aviation at Swissport International with Mr Greg Thomas, CEO of PrivatAir

now in force at airports around the world. Private aviation, with its small and medium-sized jets,has experienced annual global growth of about 10 per cent over the past few years.

PrivatPort will provide the ground handling products and services demanded by this discerning top customer group.These will include flight planning and rostering,airport handling, limousine services, catering, safety and security measures,and VIP services. ■

■ PrivatAir is a leading international business aviation group with headquarters in Geneva, Switzerland, a Fixed Based Operation at Le Bourget Airport in Paris, France, and sixteen bases of operation throughout the USA. It has been in operation since 1977 and currently employs some 300 people worldwide.

■ The Group’s services include: Private Travel (aircraft charter), Corporate Shuttle, Aircraft Management and Sales, and Ground Services.

■ Clients include celebrities from the arts, sports and entertainment industries, businessmen, royalty and public officials, as well as private aircraft owners.

■ PrivatAir combines the best practices of the commercial airline industry with the flexibility of business aviation and its own exceptional standards of service. In December 1998, it became one of the world’s first airlines whose quality system fulfilled the ISO standards for all its services.

■ The group operates a fleet of some 50 aircraft, ranging in size from a six-seat Beech King Air to a 49-seat VIP-configured Boeing 757-200. PrivatAir is the only commercial operator of three of the new generation Boeing Business Jets, configured for 16, 28 and 48 passengers.

www.privatair.com



A rare view of all three PrivatAir Geneva based BBJs together on the tarmac, photographed from the airport control tower



PRIVATAIR'S FIRST CORPORATE SHUTTLE FLIGHT ON BEHALF OF AIRBUS

ON MONDAY 5 May 2003, PrivatAir inaugurated its new Corporate Shuttle Service on behalf of Airbus. The service is operated by PrivatAir using its two brand-new Airbus A 319 aircraft, both configured with 126 identical leather seats and featuring business-class service throughout.

The routes are operated five days per week to transport key Airbus executives between Hamburg (Germany), Filton/Broughton (United Kingdom) and Toulouse (France). There were 118 passengers on board for the maiden flight, which left Hamburg on Monday 5 May 2003 at 07:35 and landed in Toulouse just over two hours later at 09:41.

This was also PrivatAir's first commercial flight with an Airbus aircraft, after operating a Boeing fleet for more than 20 years. Paul de Salis, PrivatAir's Vice President Corporate Shuttle, said, 'We are proud to have been chosen by Airbus to operate these routes and look forward to providing it with PrivatAir's legendary high standards of service for many years to come.' ■

PrivatAir to work with Orient Express

PrivatAir is delighted to announce its collaboration with Orient Express Hotels' new tailor-made holidays division

PrivatAir has already organised its own round-the-world golf tours, but until now these have been on an ad hoc basis. Now, with this new partnership, a much broader programme will be available through the Orient-Express Private Jet Experience, which will utilise the aircraft and other facilities of the PrivatAir group.

Of course, Orient-Express is already well-known for its deluxe trains and stylish hotels. The new service offers those sophisticated travellers who don't have time on their hands the chance to visit the world's finest locations with an individually tailored itinerary and personal service.

The Peruvian Andes, magical Galapagos Islands, ancient Mayan and Inca civilisations and the culture and romance of Europe can all be visited with three special itineraries. Staying at Orient-Express's own exclusive hotels and experiencing PrivatAir's on-board hospitality,

adds up to a deluxe travel experience.

The seven-night Romance of Europe itinerary starts on the Venice Simplon-Orient-Express from Paris to Venice. You stay for three nights in the elegant Hotel Cipriani, and then your private jet whisks you away to Carcassonne in southern France, stopping for lunch at the fishing village of Portofino to enjoy a sumptuous seafood feast at Hotel Splendido. There is a quick hop to Bilbao to visit the Guggenheim Museum.

Alternatively, there is a choice of two nine-night South American itineraries, 'Tales of the Mayas and Incas' and 'Enchanted Isles of the Galapagos and Lost City of the Incas: Machu Picchu'. Cruise the Galapagos Islands on board the MV Santa Cruz, and then fly by PrivatAir to Peru, the land of the Incas, and high into the Andes to the colonial city of Cuzco and the lost city of Machu Picchu.

You might prefer to start your holiday among the Mayas on Mexico's Riviera Maya. Take in the best of the Mayan temples: Chichen Itza is only half an hour away by jet, and the same aircraft makes it possible to take a day trip to the ancient ruins at Tikal in Guatemala, before flying on to Peru.

These exclusive itineraries can accommodate groups of up to 44, but, if a more intimate experience is preferred, Orient-Express can organise à la carte itineraries for families, friends or even couples.

Claudius Docekal of Orient-Express comments, 'This new dimension to our portfolio not only saves clients time, but also offers security, privacy and discretion. It gives flexibility and freedom to travel plans, removing the frustrations and restoring the style to 21st-century travel.'

For more information, e-mail privatejet@orient-express.com. ■

