

DISNEY AND BACK

IN JUNE THIS year, PrivatAir enabled a group of children and young people from the north of England to have the trip of a lifetime. It flew them from Broughton to Paris, where they spent the day at EuroDisney before flying back.

The event was part of the Airbus Charity Challenge, an initiative which has so far raised more than £1.2 million for various not-for-profit organisations since its inception in 1989.



Caption

This excursion was organised by Airbus, with the participation of PrivatAir, and the children's charity NCH for 80 children aged between nine and sixteen. They boarded a flight from Chester which left at 8am, arriving in Paris just 70 minutes later. The return flight did not leave PrivatAir's private terminal at Le Bourget until 8pm, so the party were able to enjoy a full day's excitement in the famous theme park.

One of PrivatAir's 126-seat A319 aircraft was used for this flight – one of two A319 normally operated by PrivatAir on behalf of the Airbus Group, transporting personnel between its production sites at Hamburg, Toulouse, and Filton (GB) on a daily basis. ■



The comfort, luxury and privacy afforded by the new PrivatFirst cabins is unprecedented

A return to the Golden Age of travel

PrivatAir makes great advances in cabin luxury and comfort while maintaining its stringent safety standards

IN CO-OPERATION with Design Investment, a Geneva-based design company, PrivatAir launched the PrivatFirst design concept early this summer. A premium interior concept breaking the boundaries of first-class travel, PrivatFirst offers luxurious and spacious private cabins for its passengers, rekindling the atmosphere of the Golden Age of aviation in the Thirties. The idea constitutes the first feasible luxury alternative since the grounding of Concorde and the decline of scheduled First Class offerings.

The interior offers two types of cabin layout, for single or double occupancy. All cabins are luxuriously appointed, with full-size beds, affording their occupants the maximum privacy. Furthermore, the concept includes a lounge area, in which travellers will be able to relax and enjoy the social aspects of their flight. The result is a travel experience unequalled in terms of luxury, comfort, and exclusivity.

With PrivatFirst, Design Investment has enabled PrivatAir to bring the idea of a narrow-body First Class Airliner Service forward, completing an initial design evaluation and developing a feasible design concept. The result is nothing less than spectacular.

The number-one priority for PrivatAir has always been the safety and security of operations. In an industry that can sometimes become complacent owing to the relatively small number of flights undertaken, PrivatAir strives for nothing less than the most stringent safety standards of the best international commercial airlines. Indeed, we generally exceed them. We do this by taking simple steps such as instigating more checks than are required or replacing equipment prior to its designated time. But we are also always on the look-out to test and, if appropriate, fit new systems to give that extra comfort factor for all concerned. The latest – the installation of a device

for improving vision in the unlikely event of smoke entering the flight deck – is further testament to our commitment to safety.

Emergency Vision Assurance System (EVAS) is the only safety system available that has been tested and certified to the stringent requirements of the US FAA and the Joint Aviation Authorities in Europe. It ensures pilot vision in the presence of dense smoke in the flight deck. Having started with the installation of the system on aircraft within its fleet in January 2004, PrivatAir became the first European airline operating a fleet with EVAS, once again demonstrating PrivatAir's commitment to set-

ting the standards in business aviation.

While dense smoke conditions are extremely rare, this system ensures that neither clients nor crew need worry about pilots' losing visibility in such conditions. Patrick Danalet, Flight Safety Manager and a pilot on PrivatAir's Boeing 757, who was responsible for the implementation of EVAS on the PrivatAir fleet, adds, 'Being a professional pilot means having a great deal of responsibility on your shoulders. Even though there are few professions in the world which are required to retrain as frequently as ours, it is nonetheless very reassuring to have another system we can rely on in case of emergency.' ■



IN JANUARY 2005, PrivatAir will begin operating a new 56-seat Boeing Business Jet on behalf of SWISS International Airlines, to provide direct non-stop flights between Zurich and New York's Newark Airport.

The all-business-class concept, introduced by PrivatAir in co-operation with Lufthansa, has proved to be an outstanding success. In 2002, PrivatAir introduced a BBJ on the route between Düsseldorf and Newark, which was quickly followed by two further routes between Düsseldorf and Chicago as well as Munich–Newark. With the addition of this new connection, PrivatAir will operate two Boeing Business Jets and two Airbus A319s on transatlantic, scheduled routes, each served with six round trips a week.

PrivatAir will provide the aircraft, crew, maintenance and insurance, and will also perform the on-board service. The brand-new Boeing will be equipped with 56 lie-flat business-class seats, offering the passengers accelerated

PrivatAir to operate a new Boeing Business Jet, Zurich–New York direct, on on behalf of SWISS International Airlines

embarkation and disembarkation procedures, an outstanding level of comfort, as well as the legendary PrivatAir service delivery.

Greg Thomas, PrivatAir's CEO, commented on the announcement: 'SWISS International and PrivatAir are ideal partners in this collaboration – PrivatAir brings experience in VIP and business-class-only flights, while SWISS International has the customer base and route network necessary to support such a venture. Furthermore, as a Swiss-based company, we are proud to be able to offer this successful product linking the largest Swiss city with New York and to be working together with our country's national carrier.' ■



Two of PrivatAir's BBJs, pictured alongside the Boeing 757 and the Breitling Super Constellation, which is also flown by some of PrivatAir's pilots

■ PrivatAir is a leading international business aviation group with headquarters in Geneva, Switzerland, a Fixed-Based Operation at Le Bourget Airport in Paris, France, as well as operating bases in Düsseldorf, Hamburg, and Munich in Germany, and throughout the USA. It has been in operation since 1977 and currently employs some 400 people worldwide.

■ The Group's services include: Private Charter, Scheduled Services, Aircraft Management & Sales, and Ground Services.

■ Clients include celebrities from the arts, sports and entertainment industries, businessmen, royalty and public officials, as well as other airlines and 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 more than 50 aircraft, ranging in size from a six-seat King Beach Air to a 49-seat VIP-configured Boeing 757-200. PrivatAir was the first commercial operator of three Boeing Business Jets, configured for 16, 28, and 48 passengers and also operates four Airbus aircraft, two 126-seat A319s and two 48-seat A319LRs.

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