

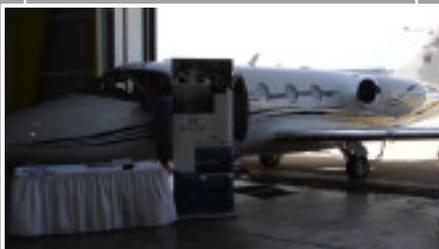


PrivatAir booth at the International Yacht & Jet Show

FROM 15–17 APRIL, PrivatAir attended for the first time the International Yacht & Jet Show in the Bahamas, one of the best-known shows of its type in the Americas. With one of its aircraft on display, a Hawker 400XP, as well as a booth at the marina, PrivatAir was able to entertain guests on-site. The show included more than 30 of the world's finest yachts, from all over the globe. Yacht-management companies, brokers, manufacturers, and end-user clients were just some of the groups present at the marina. Furthermore, more than ten aircraft were on static display during the first two days of the show, attracting even more guests.

PrivatAir shared booth space with its sister company PrivatSea, an invitation-only membership club for yacht owners and yacht users, and so was able to inform clients of this new, seamless, luxury travel experience. PrivatAir's Boeing 757 with 49 passengers, for instance, provides the perfect complement to options such as the MV *Alexander* within the PrivatSea fleet, providing luxuriously appointed seating for all travellers on board.

Steve Riggs, VP of Aircraft Management & Sales, one of the executives present at the event, said, 'The International Yacht & Jet Show was a great chance to welcome some of our clients in a casual atmosphere and show them our appreciation. Further, the Hawker 400XP which was on static display is available for charter in the Southern Florida market, and clients were delighted to be able to visit one of the options within our fleet.'



PrivatAir's Hawker 400XP on static display



Courtesy of Benetti

PrivatAir and PrivatSea: providing a seamless luxury travel experience

PRIVATSEA, a yachting venture launched this year and, like PrivatAir, part of the Latsis Group of companies, is setting new standards in private yachting. PrivatSea's innovative approach is designed to take care of every requirement. It's a one-stop shop, so members can spend more time yachting and less time worrying.

Members of PrivatSea can enjoy the world's only fully integrated Yachting Platform. This comprises three PrivatSea companies: PrivatSea Club, PrivatSea Projects and PrivatSea Yachting. Their combined expertise eliminates the need ever to outsource suppliers.

PrivatSea Club is the most select membership club in the industry for both yacht owners and yacht users. Individuals and corporations can enjoy exclusive access to the Club's fleet of yachts, and benefit from its unrivalled flexibility in terms of cruise duration and

a new and comprehensible structure in yacht pricing. The Luxury Alliance forms part of the PrivatSea Club and extends lifestyle privileges and benefits through partners such as prestigious membership clubs, luxury hotels and resorts, fine jewellers and high-end sports.

PrivatSea Projects brings a highly specialised service to the platform, managing refits, repairs, conversions and total new-build packages, from concept design and engineering to delivery. Operating independently of any shipyard gives PrivatSea Projects maximum flexibility to manage all owners' requirements, and provides the most cost-effective solutions for their members.

PrivatSea Yachting provides management services to more than 40 of the world's most prestigious megayachts and is one of the largest yacht management companies. PrivatSea Yachting offers



Above: A view of the MV Alexander, one of the yachts under management with PrivatSea. Left: Monaco harbour

members comprehensive services including management, operations, sales and charter brokerage, appraisals, insurance, port and marina services and full ISM and ISPS compliance and safety consulting.

Alongside PrivatAir, a seamless luxury travel experience is assured: from the moment pas-

sengers board an aircraft, they are able to relax completely, knowing that they can expect the same lavishness on the yacht. They are picked up and flown to a destination of their choice, from where they are able to board a yacht directly. PrivatAir and PrivatSea: the perfect pairing providing seamless luxury travel. ■

PrivatAir stays aloft

FOR A DECADE, the European charter market has tried to catch up with the US as businesses have increasingly recognised the tangible, commercial advantages of private jet travel. In addition, the attacks of 11 September 2001 spurred demand for the security and efficiency of corporate aviation as an alternative to the increasingly congested and financially-challenged commercial sector.

PrivatAir has developed its competitive advantage as the market's highest-end discrete service provider. A steady stream of word-of-mouth customer references are supported with selective and subtle marketing. To reinforce these efforts, Richard Koe has joined the PrivatAir team as Vice-President, Charter and Aircraft Management for Europe. Based in Geneva, Richard is responsible for developing PrivatAir's 'private charter' programmes outside the US, and building up PrivatAir's European Aircraft Management business. Richard will focus on expanding PrivatAir's legendary private charter product line, making it accessible to an even larger target market.

This quarter, we have also announced the exciting launch of our private airline partner-

The advantages of corporate aviation grow ever greater



ship with Swiss International Air Lines, establishing a new base in Zurich – in addition to our multi-shuttle partnership with Lufthansa. We have also launched private charter trips on airliners based in Germany and the UK.

We continue to expand our charter fleet and develop our Aircraft Management offering in Europe, relying on the expertise accumulated over the past 27 years, especially in the US market. The first step away from large-body aircraft in Europe has been taken: we are set to take a Global Express under management in Q2 2004.

It promises to be a busy year! ■



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 Dusseldorf, 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, Private Airline 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.

www.privatair.com