



A busy year for PrivatAir

2005 was an incredible year for our company: in total, over a dozen new aircraft were added to the fleet, both in Europe and in North America; two new shuttles began their operation, and over 100 new employees joined the company.

The aircraft joining the fleet were as diverse as a King Air 350 in San Juan, Puerto Rico, and a Global Express in Geneva, Switzerland. Further highlights included a brand-new G550 in the South-Eastern United States. PrivatAir also sold its 16-seater BBJ, which had been with the company since 1999, when it was the first BBJ available for private charter.

Focus on PrivatAir: airline services

FOUR YEARS SINCE the first transatlantic shuttle was started by PrivatAir on behalf of Lufthansa, between Dusseldorf and Newark, the concept pioneered by PrivatAir continues to gather momentum. On Sunday 30 October, 2005, the first Business Class Only route between Amsterdam Schiphol and Houston George Bush Intercontinental began operation. The route, operated on behalf of KLM Royal Dutch Airlines, utilises a brand new 44-seat Boeing Business Jet. It has proved to be an immediate success, with nearly full operational capacity in both directions.

Many in the industry have been carefully monitoring PrivatAir's Business Class Only service for some years and inevitably some new entrants in the field have emerged. They say that imitation is the sincerest form of flattery, but what no one else can emulate is the special knowledge of operating VIP airline services, that has been achieved by PrivatAir over the last 25 years and more.

This route follows hard on the successful introduction of a similar service

We join KLM with a new Business Class Only transatlantic route between Amsterdam and Houston

between Zurich and New York on behalf of Swiss earlier this year, and means that we are now operating five non-stop Business Only transatlantic routes in total.

The implementation of these shuttles is quite a feat every time. It means employing around 50 new members of staff who then become dedicated to each new operation of this type. It is a testament to the professional abilities of the PrivatAir staff that yet another airline has had the confidence to place one of their services in our capable hands.

KLM joins Lufthansa and Swiss in being the third European airline partner of PrivatAir; the direct non-stop Business Class route will be served six days a week, leaving one day free for maintenance of the aircraft. ■

PrivatAir teams up with Swan Hellenic



The very best of both worlds combine to offer travellers an exceptional service

FOR OVER 50 YEARS, Swan Hellenic has been perfecting the art of the discovery cruise, allowing guests to explore the world in depth and enjoy a more authentic travelling experience. Distinguished guest speakers join each voyage, providing travellers with a rare opportunity to fully appreciate the vast culture, history and art of some of the world's most incredible destinations. Swan Hellenic is now teaming up with the market leader of exclusive air travel, PrivatAir, in order to offer its passengers the best possible travel experience from the moment they leave their home.

PrivatAir will be operating flights for Swan Hellenic passengers from April to October from Manchester airport in the UK, taking passengers to join cruises around the Mediterranean, Northern Europe and North Africa – eleven cruises in total throughout the year.

The ship, *Minerva II*, carries around 600 passengers, visiting ports which are out of reach for larger lines. The emphasis is on discovery in the style and comfort of a country-house hotel, including the six owners' suites and four masters' suites on board. These come equipped with a Jacuzzi bath, floor-to-ceiling patio doors leading to their own private balconies, separate sitting areas for entertaining guests, a dining area, writing desk, binoculars, TV and CD players and other comforts to make guests feel at home.

Cruises in 2006, for which PrivatAir is providing the seamless travel experience, include 'Myths and Legends' from 22 April–6 May (15 days), taking in Cyprus, Turkey and Greece, 'Ancient Treasures' 26 Aug–9 Sept (15 days) through Italy, Tunisia and Croatia, and others.

Minerva II is beginning her winter season in the Americas and is currently in Manaus, Brazil, departing on a 22-day cruise around Brazil, Uruguay and Argentina. ■



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, 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 500 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 Boeing Business Jets, and currently has three BBJ's and one of the larger BBJ2's. It also operates four Airbus aircraft, two 126-seat A319s and two 48-seat A319LRs.

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