



## *The Prince's polar mission*

*Above: Prince Albert II of Monaco on his preparatory trip to Svalbard, July 2005*

PRINCE ALBERT II of Monaco will be leading an expedition to the North Pole from the Russian base of Barneo from 10-19 April. His team of seven will use dog sleds to cover the 120 kilometres.

The journey will give the Prince the opportunity to pay a tribute to his great-great-grandfather, Prince Albert I of Monaco, who was a pioneer of modern oceanography. The most successful of his four Arctic exploration campaigns took place on the Svalbard Archipelago in 1906.

Prince Albert II, who supports numerous organisations concerned with the environment and climatic changes, recently addressed guests at the Oceanographic Museum of Monaco, which was founded by his forbear, and explained:

'This expedition is not just a tribute to an historic event, nor is it a simple matter of a sporting adventure. I want to draw the world's attention to the ecological threats that weigh upon our planet and that already affect our lives, wherever we live. The battle against climate change and against the dangers of industrial pollution presents us with an urgent challenge and it is up to each of us to try to help improve the situation.

'Industrial waste spreads beyond the bound-

PrivatAir is proud to be associated with a very special Arctic expedition being undertaken by HSH Prince Albert II of Monaco. It takes place in April 2006 and marks the centenary of his great-great-grandfather HSH Prince Albert I's polar expedition

aries of our own countries, and pollution has reached as far as the remote shores of the Arctic and Antarctic continents. Arctic fauna may have a habitat which is far from any industrialised areas but abnormal and highly concentrated levels of pollutants and other toxic substances are being found in polar wildlife that have a direct impact on local population, via the food chain. I cannot fail to be aware of these worrying changes and it is this that has made me want to be involved, as was my ancestor.'

The Prince went on to explain that he had been on a preparatory trip in July 2005 to

Spitzberg, with representatives of the Marine Environment Laboratory of Monaco and the WWF. A further 'dry run' took place last January, in the north of Sweden, so the team could experience similar conditions. The archives of Prince Albert I have also been thoroughly studied.

PrivatAir is providing its Boeing 757 to carry the expedition team, and its equipment and supplies, including some 40 sled dogs.

Configured with only 49 seats, the aircraft gives the team enough space for preparations during the flight, as well as the chance to relax before their arduous journey.

The flight will transport members of the expedition team, including Prince Albert, from Monaco to Kiruna, in the north of Sweden, and then on to the world's most northern city, Longyearbyen on Svalbard. ■



## *MV Turama, a yacht for today's chartering élite*

**L**ONG RENOWNED for its unequalled fleet of yachts available for charter, PrivatSea Group, previously known as SETE Yachts, became famous for motor yachts such as the *MV Alexander*, and more recently, the *MV Turama*.

The Group now includes PrivatSea Club, an exclusive membership club with the world's first premium yachting programme, and PrivatSea Yachting (previously SETE Yachts), one of the world's largest yacht management companies. As part of the same group of companies, PrivatSea and PrivatAir obviously share enormous synergies, bringing to their clients a comprehensive high-end lifestyle platform.

A full service is now available to yacht charterers that can carry them from their home to the ultimate yacht and comfortably back home again, in safety, comfort and discretion. The *MV Turama* (385ft/117m), available for charter for up to 70 guests, fits perfectly with PrivatAir's Boeing 757, one of the largest aircraft available for VIP charter in the world. Whether for corporate purposes or personal relaxation, the combination

PrivatAir and PrivatSea Group provide the ultimate experience

of PrivatAir's aircraft and PrivatSea Group's *MV Turama* is the ultimate experience.

Launched in 2004, *MV Turama* is the newest, largest and most modern yacht of its size and class available to the chartering élite today. She accommodates 54 guests in 27 suites of discreet luxury while there are an additional 16 guest cabins for staff. Her crew of 58 provides luxury yacht Silver Service to her clientele of the world's most discerning yacht charterers – with a ratio of over 1-to-1, pampering and the fulfillment of any wish is virtually assured. On-board amenities include a 12-seat private cinema, a conference theatre, Wi-Fi in all public areas, a helipad, and an on-board hospital – in short, there is no lack of comfort for *MV Turama's* guests.

PrivatAir's customers are used to the best, as are PrivatSea Group's – so what better way to enjoy a luxurious vacation or corporate event than by combining the two who are known as best in their business? ■



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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