



# King of the road

Nobody understands the complicated requirements of financial roadshows like PrivatAir, which is why we have created a new dedicated division

**I**N TODAY'S MARKET, time is money. Because no one understands the critical importance and intricacies of today's ever-changing financial roadshows better than PrivatAir, it has created a dedicated roadshow division. Built on PrivatAir's long-standing relationship with the investment banking sector, it enables the US charter arm of the company to focus better on accomplishing these missions.

'Financial Roadshows are very difficult missions for charter companies – there are many different destinations in a short amount of time, and transportation and schedules need to be perfectly in synch in order to meet all the appointments which the companies and their investment bankers have,' said Mark Reichin, Senior Vice President of PrivatAir's US Charter Sales team.

PrivatAir's VIP service includes aircraft selection and provisioning, car transportation coordination, on-site conference room arrangements, catering (including taking into consideration preference, allergic and religious specifications), specific restaurant arrangement and other concierge services upon request. There is real-time contact between crew and

passengers. Business assistants provide personal attention, sorting out aircraft taxis, arrival and departure times, weather and air-traffic delays. PrivatAir has an extensive network of corporate aircraft, associations with aircraft mechanics for 24-hour assistance and excellent working relationships with Fixed Based Operations, throughout the US and Europe.

PrivatAir recognises the uniqueness and confidential nature of every roadshow mission, which is why, from the very first city until the final meeting, a team is dedicated to each trip segment. Understanding that air traffic or adverse weather can mean delays to important meetings, PrivatAir's Operational team monitors each day and trip segment well in advance. On the front line, highly experienced crew are in place and appreciate the necessity of maintaining the travel schedule. At the end of the day, travel-weary passengers are greeted by a cabin service representative, who makes sure that passengers are met with a meal prepared specifically to their liking, and served in comfort while en route to the next destination. Armed with invaluable behind-the-scenes resources of a proactive flight-

planning team and with ground transportation awaiting the clients' arrival, PrivatAir makes for a seamless transition from one meeting to the next.

The US fleet of PrivatAir, which numbers around 40 aircraft, is an ideal starting point for financial roadshows. With a dedicated roadshow team and aircraft ranging from Citations to Gulfstreams and a Global Express, and over a dozen operating bases stretching from the New York City area to Florida and Oregon, PrivatAir has both the depth of experience, geographic reach and the fleet to respond to complicated missions with many destinations. In addition, PrivatAir has an extensive network of corporate aircraft through its charter partners throughout the world, assuring the ability to arrange for the appropriate aircraft for any mission. The company also has access to more than 5,000 airports worldwide – more than any other charter aviation provider.

Safety excellence is an integral part of corporate excellence (see previous issue, page 46) with management's dedication to continuous improvement in the sky and on the ground. For PrivatAir's Roadshow Desk, it's all in a day's work. ■



# Vintage

**B**ASEBALL HAS ITS World Series each October, golf has its Masters in April, football has its Super Bowl in February – and automobile lovers have Monterey in August! Each August, the Monterey Peninsula attracts 40,000 automotive enthusiasts to celebrate their passion for vintage, classic and exotic automobiles and their iconic designers.

The opening event for this memorable weekend is the Concorso Italiano®, a true celebration of Italian style. Founded in 1985, Concorso Italiano is a gathering of all things Italian, especially Italian cars. Each year it takes place at the picturesque Bayonet Black Horse golf course, on a hilltop close to the



CONCORSO ITALIANO © 2006



# celebration

## PrivatAir sponsors Monterey's Concorso Italiano

beautiful Monterey Bay in California.

After an overwhelming success sponsoring the Amelia Island Concours d'Elegance back in March, PrivatAir decided to be one of the very exclusive exhibitors at the Concorso Italiano event that took place on 18 August last in Monterey. Concorso Italiano has evolved into a must-attend convergence of sophistication, taste and affluence and embraces all the cultural elements of Italian style – music, cuisine, fashion, and travel.

The event is centered around as many as 1,000 collectable Italian automobiles, motorcycles, and boats. Non-Italian exotic and classic automobiles are also welcomed and

represent a significant contingency as well. PrivatAir was the only private jet aviation company on display.

The Concorso Italiano experience was in fact an excellent fit for PrivatAir, with many visitors curious as to how PrivatAir operates. They were able to discover that PrivatAir is the clear choice for our Select JetCard programme, worldwide charter solutions, private jet management, and brokerage solutions. Mark Reichin, PrivatAir's Senior Vice President, US Charter Sales, concluded: 'The Concorso Italiano was a great success for PrivatAir and we are all looking forward to being there again in 2007.'





# Fine cuisine taken to new heights

La Réserve and PrivatAir: a top-flight partnership

**P**HILIPPE DURANDEAU, the chef of Le Loti restaurant at La Réserve Genève Hotel & Spa, orchestrates gastronomic scores with talent worthy of the greatest masters. His passion for authentic tastes showcases regions renowned for the excellence of their local products, such as lamb from the Limousin, sole from Noirmoutier and salmon from Scotland. Philippe is dedicated to top-quality food, cooked simply to bring out the exceptional depth of flavour, such as truffle risotto, wild mushrooms sautéed with sage and served warm with shavings of Parmesan, a superb, farm-style, braised veal chop, and for dessert, an authentic baba with its classic accompaniments of lightly whipped cream, vanilla ice cream, fruit salad and a shot of rum.

From savoury specialities to sweet delicacies, the brilliant flavours and textures of Philippe Durandau's cuisine take passengers on a delicious journey of the senses high in the sky. La Réserve catering service is available to PrivatAir clients upon reservation, 48 hours prior to flight departure

La Réserve Genève Hotel and Spa, 301 route de Lausanne, 1293 Bellevue, Switzerland (+41 229 59 59 59; [www.lareserve.ch](http://www.lareserve.ch))



## The art of the sea

PrivatAir is proud to join in PrivatSea's association with Carole Dupeyron, an up-and-coming artist who depicts the beauty of travel in her work

**C**ONTEMPORARY marine-themed paintings were the subject of the recent Invitation au Voyage, a specially commissioned art event for PrivatSea members, held at the exclusive Royal Thames Yacht Club in London.

The artist Carole Dupeyron was commissioned by Philippe Lamblin (pictured above with Madame Lamblin and the artist) after he discovered they had something in common: she is an artist with a unique interpretation of the sea, while he is the CEO of PrivatSea, which is a private membership club for luxury yachting.

PrivatSea, sister company to PrivatAir, is the world's first private members' club to

offer the use of a fleet of more than 50 superyachts around the world, together with associated lifestyle services that naturally complement the yachting experience.

PrivatSea Club organises exclusive events for members throughout the year, so when Philippe Lamblin first saw Carole's avant-garde art at an exhibition last year, he was inspired to create Invitation au Voyage exclusively for his members. The exhibition was an opportunity to experience the world of the superyacht through the eyes of a painter. Carole dedicated a year of her artistic life to Invitation au Voyage, which includes *Twizzle*

*Revisited*, Carole's own version of fleet yacht *MV Twizzle*, and *Whispering Wind*, an abstract painting of fleet sailing yacht *Persistence*.

PrivatSea members and guests attended the exhibition at London's Royal Thames Yacht Club and all the paintings were sold during the evening. Carole is currently working on commissions received at the exhibition and focusing on next year's event, which will be for both PrivatSea's members and PrivatAir's clients.

To enquire about special Carole Dupeyron commissions, call +44 20 7024 9700, or email [art@privatsea.com](mailto:art@privatsea.com). For information on PrivatSea, visit [www.privatsea.com](http://www.privatsea.com)