



# Star of the show

PrivatAir entertains clients and partners, and wins the highest safety accolade in business aviation

**F**ROM 20 TO 22 May, PrivatAir attended the annual European Business Aviation Conference and Exhibition (EBACE), which was held at Palexpo in Geneva, Switzerland. The event, which is now in its eighth year, is renowned for being the flagship forum for the European business aviation community and this year's show has been hailed as 'the best yet' by the organisers – the European Business Aviation Association (EBAA) and the National Business Aviation Association (NBAA).

The event attracted the largest audience to date with a total of 13,692 attendees – a 21 per cent increase on last year's visitor numbers – as well as more than 440 exhibitors, proving that the business aviation industry

continues to grow from strength to strength.

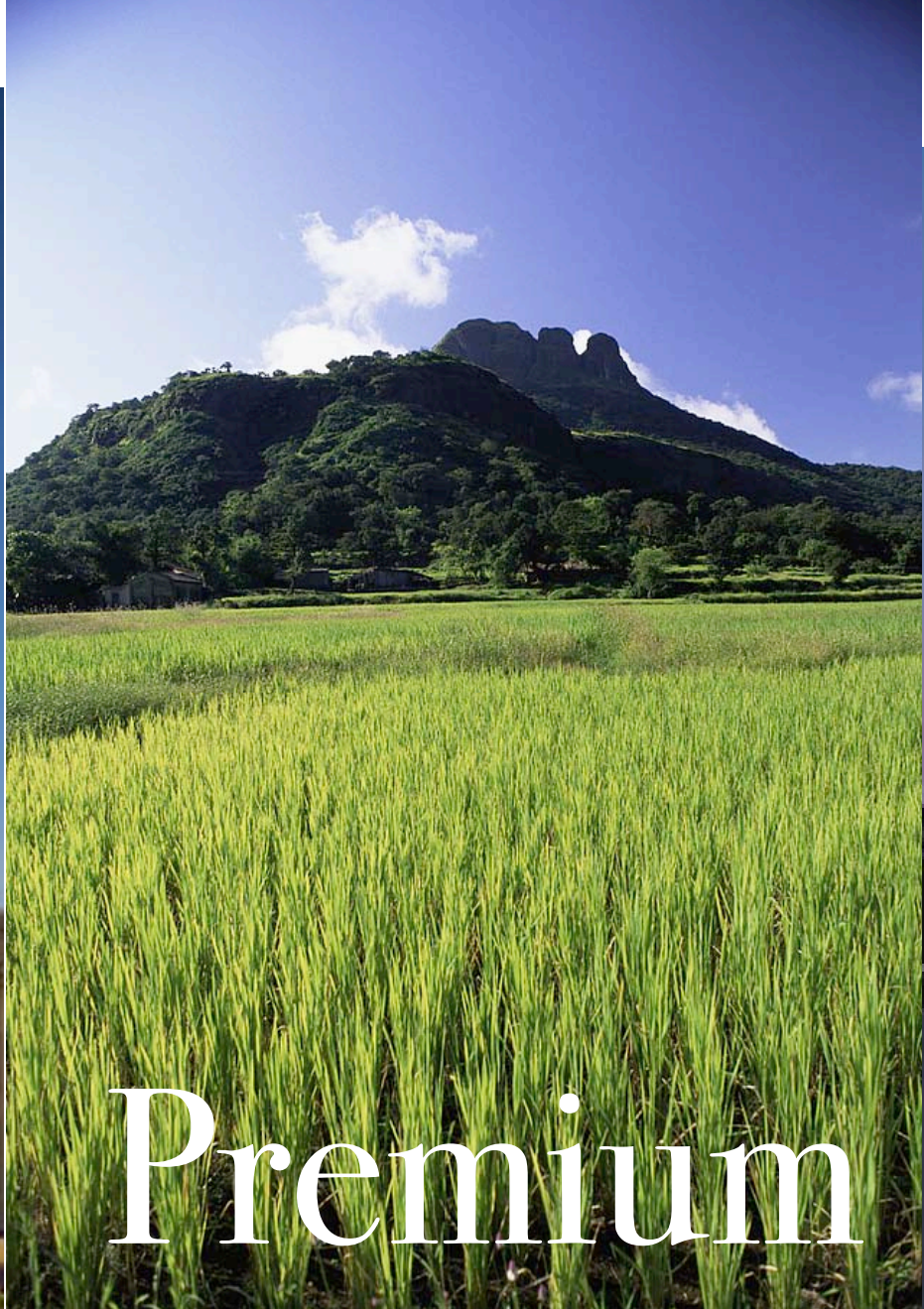
PrivatAir had a particularly successful show, entertaining hundreds of clients and partners during the three days. Guests were treated to personally guided tours of the event's static aircraft display and, during the afternoon of 21 May, PrivatAir hosted a cocktail party at its stand, serving Drappier champagne, canapés by triple Michelin-star chef, Philippe Rochat, and Petrossian caviar.

Not only this but during this year's event PrivatAir was awarded with a Safety of Flight Platinum Award, the highest safety accolade that exists in the business aviation industry. The award is presented to operators that have achieved over 100,000 hours of safe flying. In

fact, PrivatAir has secured more than 125,000 hours of safe flight during its 30 years of operation.

'EBACE is one of the highlights of PrivatAir's business calendar, and this year's event was no exception,' explains CEO Greg Thomas. 'It is one of the few occasions which brings together all the major players from the European business aviation industry to network, exhibit new products and share their expertise.' ■

EBACE 2009 will take place at the same venue, Palexpo in Geneva, Switzerland, from 12 to 14 May.



# Premium

**P**RIVATAIR AND LUFTHANSA are continuing to push the boundaries of all-business-class travel, with the recent announcement of two new routes, Munich–Dubai and Frankfurt–Pune (India).

The highly successful, inaugural Munich–Dubai service took place on 1 May this year and will operate six days a week on a PrivatAir Airbus A319LR, configured with 48 lie-flat business-class seats. The outbound flight leaves Munich at 19.30, landing in Dubai at 01.30 the next day. The return flight departs at 03.45, arriving back in Munich at 10.10.

Considered by many as the ‘capital’ of the Middle East, Dubai has emerged as a global ‘super-city’ over recent years, experiencing an economic boom that has been driven firstly by oil prices and then by the construction of real estate, retail and tourism developments and the emergence of new industrial sectors such as banking and light manufacturing.

The other route, Frankfurt–Pune, will commence on 1 July 2008 and will operate six times a week on a PrivatAir Airbus A319LR, also fitted with 48 business-class lie-flat seats. Not only will this be the first all-business-class service to operate between Europe and Asia, but it is also the only direct, long-haul route to serve the city of Pune. The outbound flight will leave Frankfurt at 16.15, arriving in Pune at 04.00 on the next day. The returning leg will depart at 05.29, landing back in Frankfurt at 10.50.

Located 200km south-east of Mumbai and twinned with Bremen, Germany, Pune has become a major outsourcing location for global businesses, with many IT, automotive, biotechnology and biochemistry firms now situated there. Once called ‘the Oxford of the East’ by India’s first Prime Minister, Pune is a key seat of learning in India, boasting several of the country’s top universities, and its historic

sites are also a major cultural draw for Indian nationals and international tourists alike. The choice of Pune as the next all-premium destination demonstrates the increasingly integrated role that India is playing in the wider global economy.

Additionally, PrivatAir operates a further all-business-class service on behalf of Lufthansa – from Frankfurt to New York. Inaugurated in October last year, it is the first flight of the day to leave Frankfurt, arriving in New York in time for lunch; with the returning flight leaving at 15.50, arriving back in Frankfurt at 05.40 the following morning. So far, the service has established itself as a firm favourite amongst bankers and other professionals who regularly travel between the two financial centres.

‘The introduction of these new routes emphasises the continued success of the all-business-class concept, which PrivatAir

# service

PrivatAir and Lufthansa launch new all-business-class routes

*The introduction of these new routes emphasises the continued success of the all-business-class concept*

pioneered with Lufthansa almost seven years ago,' says Paul De Salis, Senior Vice President, Scheduled Services, at PrivatAir. 'We are a highly successful all-premium carrier, which is a fantastic testament to the success of our unique business model.'

The previous business-class-only routes operated by PrivatAir on behalf of Lufthansa (Dusseldorf to New York; Dusseldorf to Chicago; and Munich to New York) have proved so successful that demand now outstrips supply. In all of these cases, PrivatAir's narrow-bodied all-business-class services have now been replaced with Lufthansa's own

wide-bodied aircraft configured in three classes – First, Business and Economy.

Alongside continuous media speculation over the long-term future of the new breed of all-business-class carriers, PrivatAir and its airline partners (which also include Swiss International Airlines and KLM Royal Dutch Airlines) are leading the development of this niche aviation sector, expanding services to new markets and attracting a different type of passenger. The combination of Lufthansa's unique route network and PrivatAir's legendary service standards continues to grow from strength-to-strength, appealing to travellers who are increasingly seeking a personalised private jet experience at the price of a business-class ticket.

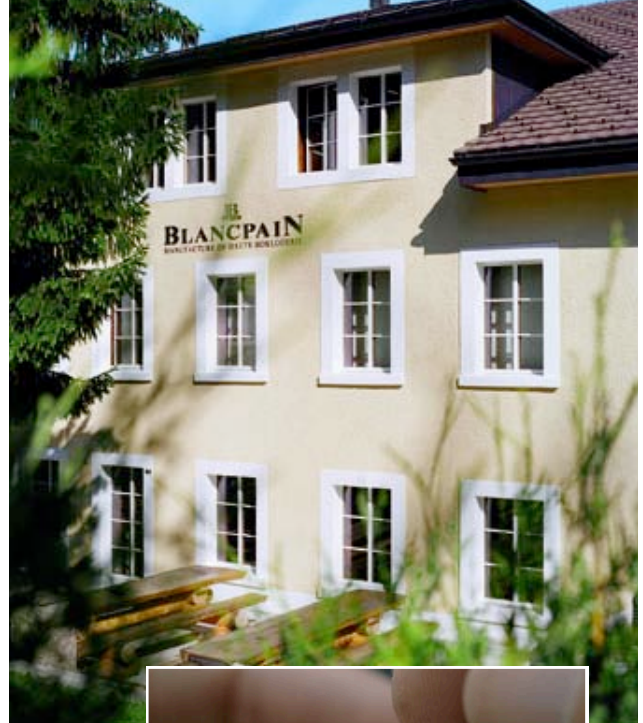
Tickets for all of these services can be booked online at [www.lufthansa.com](http://www.lufthansa.com). ■

Clockwise from top left: Jumeirah Mosque, Dubai; Pune rice fields, Maharashtra, India; PrivatAir Boeing Business Jet; luxury service; lie-flat seats





Blancpain's handcrafted Women Time Zone is a subtle and refined travelling companion, blending elegance and practicality



## *A timely partnership*

PrivatAir and watchmaker Blancpain join forces to look after tradition and innovation

**P**RIVATAIR HAS ALWAYS been synonymous with the values of tradition and innovation, pushing new boundaries whilst at the same time retaining time-honoured standards of service and discretion.

It is because of these rare values that PrivatAir has entered into a partnership with Blancpain – the Swiss master watchmaker, whose very business philosophy is to uphold the 'tradition of innovation'.

Established in 1735, Blancpain's heritage spans more than 270 years. It is a world away from a production-line approach or an obsession with productivity rates, because each Blancpain watch is entirely hand-assembled. All components of the movements are painstakingly finished and decorated by

hand in the finest watchmaking traditions, using materials, techniques and tools developed long ago. Of course, the aesthetics respect Blancpain's heritage as well, avoiding flighty modern trends and favouring instead the round cases and faces that have proven their appeal over the decades. The Blancpain Women Time Zone, for example, is a subtle and refined travelling companion that blends elegance and practicality.

Since February this year, some of Blancpain's finest watches have formed part of PrivatAir's onboard duty-free offering on its VIP fleet. In addition to this, PrivatAir and Blancpain are supporting each other at various events throughout the year, the most prominent of which was the European

Business Aviation Conference and Exhibition (EBACE) which was held in Geneva, Switzerland in May. There are also likely to be further partnership activities developed together as the year progresses.

'Partnerships are a fantastic means by which we can offer our customers a wealth of new opportunities, and we are certainly proud to be associated in this way with Blancpain,' says Dominic Sandell, Director, New Sales. 'As the oldest and one of the most iconic watch brands in the world, Blancpain embodies the ultimate in haute horlogerie.'

Over the next few months, PrivatAir will continue to expand its partnership programme to include other business segments such as hotels, restaurants and jewellers. ■