

NEW APPOINTMENTS IN THE PRIVATAIR GROUP

PRIVATAIR recently reinforced its position as the world's premier business aviation specialist with the appointment of two experienced professionals to senior management. Both Isabelle de Melo and Mark Reichin have intimate knowledge of the business environment in fast-paced industries.



Isabelle de Melo joined us as CFO of the PrivatAir Group. Based at the company's headquarters in Geneva, Switzerland, she will be responsible for co-ordinating the PrivatAir Group's financial affairs

worldwide, reporting directly to CEO Greg Thomas. Isabelle comes to PrivatAir with an impressive track record of successful financial management of fast growing companies in a changing business environment, having previously worked as a financial adviser to rapidly growing high-tech companies.



Mark Reichin assumed the position of Senior Vice-President, Charter Sales for North America at the beginning of 2004. Mark joined PrivatAir with more than 20 years' experience in the aviation industry, having previously

worked as a market analyst with an equity firm specialising in private jet programmes. Prior to that position, Mark was Chief Executive Officer for an internet software company, giving him experience in one of the fastest-growing business sectors during the past decade.



PrivatAir Captain Julien Bussat on board the BBJ

Safety – PrivatAir's top priority

PrivatAir is the first European airline to operate a fleet equipped with Emergency Vision Assurance System

THE NUMBER-one priority for PrivatAir has always been the safety and security of operations. In an industry that can sometimes become complacent owing to the relatively small number of flights undertaken, PrivatAir strives for nothing less than the most stringent safety standards of the best international commercial airlines. Indeed, we generally exceed them. We do this by taking simple steps such as instigating more checks than are required or replacing equipment prior to its designated time. But we are also always on the look-out to test and, if appropriate, fit new systems to give that extra comfort factor for all concerned. The latest – the installation of a device for improving vision in the unlikely event of smoke entering the flight deck – is further testament to our commitment to safety.

Emergency Vision Assurance System (EVAS) is the only safety system available that has been tested and certified to the stringent requirements of the US FAA

and the Joint Aviation Authorities in Europe. It ensures pilot vision in the presence of dense smoke in the flight deck. Having started with the installation of the system on aircraft within its fleet in January 2004, PrivatAir became the first European airline operating a fleet with EVAS, once again demonstrating PrivatAir's commitment to setting the standards in business aviation.

While dense smoke conditions are extremely rare, this system ensures that neither clients nor crew need worry about pilots' losing visibility in such conditions. Patrick Danalet, Flight Safety Manager and a pilot on PrivatAir's Boeing 757, who was responsible for the implementation of EVAS on the PrivatAir fleet, adds, 'Being a professional pilot means having a great deal of responsibility on your shoulders. Even though there are few professions in the world which are required to retrain as frequently as ours, it is nonetheless very reassuring to have another system we can rely on in case of emergency.' ■

Fleet expansion with smaller aircraft



TIME IS A LUXURY only few can afford to waste. Each year, more companies and individuals are discovering the advantages of private charter as a highly effective tool to optimize their time.

In order to meet fully customers' travel requirements, PrivatAir is expanding its charter services. In Europe, we now have facilitated access to smaller aircraft, such as a Falcon 50EX (nine seats), as well as a Learjet 31A with six seats, more suited towards short-haul flights within Europe.

In the United States, six aircraft of medium size have been added to the charter and managed fleet. The aircraft include a Gulfstream IV-SP based in Raleigh, North Carolina, a Gulfstream IV based in McMinnville, Oregon, three Gulfstream III; two based in Stratford, CT and one in Manassas, Virginia, and a Hawker 700 based in Nashua, New Hampshire. All are available for charter

The addition of a range of smaller and medium-sized aircraft brings even more flexibility to our charter business

through PrivatAir's charter sales network.

These fleet additions mean that PrivatAir is now in an even better position to provide charter clients with an aircraft suitable for any travel requirement. With an improved geographical coverage, as well as a larger range of aircraft available, PrivatAir is significantly extending its product offering on both sides of the Atlantic. And all this with the legendary quality of service PrivatAir has become known for. Within days of adding the Falcon 50EX to the European fleet, PrivatAir had chartered it out to the first client - a sign that our customers appreciate being able to rely on us for all their travel needs. ■



A rare view of all three PrivatAir Geneva-based BBJs together on the tarmac, photographed from the airport control tower

■ 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 Düsseldorf, 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, Scheduled Services, Aircraft Management & Sales, and Ground Services.

■ Clients include celebrities from the arts, sports and entertainment industries, businessmen, royalty and public officials, other airlines, as well as 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.

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