



From top: The PrivatAir crew in front of HB-IEE, ready for departure; Sunset on Nevis, the final destination; Machu Picchu

The height of luxury travel

PrivatAir and Exklusiv Reisen are providing discerning travellers with the most exclusive level of service

ON 12 October, 2004, 50 Swiss, German and Austrian passengers began a 19-day, all-inclusive luxury tour of South America aboard the PrivatAir Boeing 757 with Swiss tour operator, Exklusiv Reisen.

Following the previous year's tour of Mexico, Guatemala, Costa Rica and Cuba, Exklusiv Reisen's clients were delighted to learn that the company had decided to continue its relationship with PrivatAir.

'PrivatAir has earned a reputation for providing discerning travellers with the most exclusive level of service in charter,' says Josiane Simeoni, one of the directors of the company. 'There are not many Boeing 757s available for charter that offer the level of comfort and luxury of HB-IEE in terms of the interior configuration, and that keeps our clients coming back.'

On the 2004 trip, passengers visited the Caribbean coast of Colombia, the Amazon region of Peru, Easter Island, Cuzco and Machu Picchu, the Galapagos, and finally, St. Kitts and Nevis. Most of the guests (80%) had travelled on the 2003 tour and

were happy to meet the PrivatAir crew again. 'It is extremely important for our clients to fly with the same crew they had on their previous trip, as they want to feel at home, surrounded by familiar faces,' continues Josiane. 'Our clients also expect the crew to speak their mother tongue. The professionals at PrivatAir have a special understanding of how to meet these needs and that is why we have decided to work with them again.'

Exklusiv Reisen was founded in April 2003 by Josiane with Werner Widmoser, both ex-Swissair employees. Their exclusive travel concept was born in 1997 as part of Swissair, and operated on a Crossair MD83. After the sale of the aircraft, Josiane and Werner decided to set up their own company and managed to keep the loyal clientele they had established with Swissair. Their philosophy is to offer luxury cultural trips, focusing on regions with a strong historic, religious and social background. For 2005, trips include a tour of the Middle East and Asia, as well as one of the South Pacific. ■

New additions boost PrivatAir's US fleet to more than 40

THE GLOBAL economic improvement was felt throughout a range of industries in 2004, including business aviation. For PrivatAir, one of the direct results of the increasing optimism was further additions to the fleet, opening up opportunities for clients. This meant that by October 2004, four of the aircraft among PrivatAir's North American fleet had exceeded \$1.5 million in charter figures.

The four million-dollar-plus aircraft of

Last year's global economic upturn is reflected in PrivatAir's healthy US charter business

the business aviation industry, reinforced by PrivatAir's drive to deliver substantial charter revenue to the aircraft we manage for our clients. Over the last few years, PrivatAir has firmly established itself in the US as a major



PrivatAir Inc included a Gulfstream IV and a Challenger 601 in the mid-Atlantic region, and two Gulfstream IIIs based in the Northeast. They are part of PrivatAir's fleet of owned and managed aircraft, which in the United States includes more than 40 aircraft in 14 operating bases. These are all included in PrivatAir's aircraft management program, which helps reduce and offset the cost of ownership by making the aircraft available for charter. As Mark Reichin, PrivatAir's Senior VP Charter Sales in North America, states, 'These results are testament to the quality of our service and its acceptance in

player both in management and charter of aircraft, a fact clearly shown by these figures.'

The charter fleet offered by PrivatAir is one of the most diversified in the US, with options for any given travel requirement, and new aircraft are constantly added to PrivatAir's fleet. Examples of recent additions include a Falcon 2000 as well as a Gulfstream 200, which PrivatAir now manages in North America. The corporate aircraft management programs provided by PrivatAir are individually tailored to the needs of each client, and have been carefully developed over the past 20 years. ■



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, a Fixed-Based Operation at Le Bourget Airport in Paris, France, as well as operating bases in Dusseldorf, 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, 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 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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