



# A dream flight

Poised to revolutionise flying, the Boeing 787-8 benefits passengers and the environment

**P**RIVATAIR IS CONTINUING to expand the size of its private charter fleet with its recent order for a second Boeing 787-8 Dreamliner aircraft – Boeing’s first VIP 787 sale of 2008.

This latest acquisition will complement the existing capabilities of the PrivatAir fleet, which currently includes two Airbus A319s, two Airbus A319LRs, a Boeing BBJ2, two Boeing BBJ1s, a Boeing 757 and its newest arrival, a Boeing 767. The fleet will be further boosted by the arrival of PrivatAir’s first Boeing 787-8, which is due to be delivered in 2012.

‘The ever-increasing demand from charter customers for long-range, large-cabin aircraft shows no sign of abating, and PrivatAir is strategically placed to provide our cus-

tomers with the widest range of travel options,’ said Greg Thomas, CEO of PrivatAir. ‘This latest order will further expand the capabilities of PrivatAir’s fleet, enabling our passengers to travel further, faster and in greater comfort.’

Boeing’s 787 was launched in April 2004 and is the world’s fastest-selling commercial aircraft, having secured more than 820 orders with over 55 customers, including a record-breaking 369 in 2007. Despite production delays, the aircraft is likely to be up and running by the end of 2008, with the first airline deliveries taking place early next year.

Poised to revolutionise flying, the Boeing 787 offers a wide variety of benefits to both

passengers and the environment. It is much greener than other aircraft with environmental considerations having been integral throughout its design and production. Half of the aircraft’s fuselage is comprised of composite materials, making it much lighter. It also uses 20 per cent less fuel than Boeing’s 767 and is 60 per cent quieter. In addition, the ultra-long range jet’s interior environment has been designed for increased passenger comfort, boasting wider seats and aisles, as well as larger windows and higher humidity levels.

With delivery scheduled for 2016, PrivatAir has yet to make a decision on the aircraft’s engines or likely cabin configuration. ■

IT GOES WITHOUT saying that aviation has made some enormous leaps in progress during the last century. Key to this has been the industry's unparalleled achievement in reducing and controlling safety hazards, which has, thankfully, led to a significant decline in both the frequency and severity of aviation occurrences worldwide.

However airlines cannot afford to be complacent. For PrivatAir, safety has always been a priority. The company's full-time safety officer, Jan Peeters, is part of a team of five people, all of whom are dedicated to managing safety across the organisation. A trained aeronautical engineer, Jan has a keen interest in everything that flies, which he says, is 'definitely an asset when doing this kind of work!'

In this issue of PrivatAir magazine, we take a look at a typical day in Jan's working life to get a glimpse of just some of the day-to-day activities that ensure that PrivatAir's safety standards remain second-to-none.

Arriving in the Geneva office at nine o'clock in the morning, Jan meets with some of his colleagues in the kitchen whilst making coffee. Together, they discuss the theories behind a recent aviation industry accident, details of which are now emerging in the newspapers and trade press.

'For some reason, people always want to discuss aviation disasters with me!' says Jan. 'This may seem strange to outsiders, but the aviation industry is a small world. If a disaster happens, there is always the chance that you may have met some of the crew onboard, and this makes any accident a personal affair. Throughout the industry, people are always keen to learn lessons from other airlines' accidents, so that they can prevent it from happening to them.'

Then, it's back to the grindstone. As for any office worker nowadays, email is the main form of communication for Jan, and there are a multitude of issues for him to deal with today: two air safety reports (ASRs); an invitation to a safety seminar in Bucharest and another for a workshop on risk management in Amsterdam; a proposal for a new aircraft maintenance practice; some feedback from a recent safety investigation, and comments from the pilots regarding a new procedure implemented by the flight operations team to improve flight plans.



# Safety first

To find out how important passenger welfare and security is to PrivatAir, we follow a typical day in the life of the company's full-time safety officer, Jan Peeters

Jan deals with the air safety reports first. These are made by members of staff (usually a pilot or a member of the cabin crew) and are a means by which they can detail a situation or event in which the company's safety margin may have been reduced. 'These can be very varied in scope,' comments Jan. 'and can include severe turbulence, passenger illness, problems with air traffic control, technical issues, and severe weather. Most of the ASRs that we receive from staff are classed as either extremely minor or insignificant, but everybody is very safety conscious so even the most minor problems are reported. With this information to hand, we can then solve any issues before they develop into major safety hazards.'

To help this process, PrivatAir operates a non-punitive reporting system to ensure that any reported information is not used against employees in reprisal. 'This creates a very open and trusting safety environment, which enables all employees to share their concerns and learn from the lessons of other members of staff, without any fear of the messenger being punished,' explains Jan. 'However, any hazardous actions that are deemed to have been carried out deliberately are swiftly responded

to with the appropriate disciplinary action.'

Once he has responded to the ASRs and made any necessary recommendations to senior management, Jan continues his ongoing planning for the company's forthcoming emergency response exercise. 'These exercises take place twice a year and are designed to check PrivatAir's organisational crisis response and highlight any changes that need to be made to the company's emergency response plan,' says Jan.

The plan is there to ensure that, should there be an accident, the passengers and their family members will get the best care possible. This might seem contradictory to some people – after all, if you are safe, why bother with an emergency response plan? However, safety measures are never foolproof and having a plan in place to deal with crisis situations is one of the most essential parts of any safety programme.

PrivatAir works alongside crisis expert Kenyon International Emergency Services, which helps to ensure that the company follows all best-practice recommendations. Kenyon also provides a worldwide support service when, and if, necessary. This morning, Jan is co-ordinating with them the outline of



the forthcoming exercise and developing the major focal points for the crisis response team.

Before lunch, Jan reserves his place at the upcoming annual European Aviation Safety Seminar and organises all his necessary travel and accommodation arrangements. 'These seminars are very important meeting places for the industry to exchange information about safety,' comments Jan. 'When it comes to safety, there is no competition between airlines. Everyone considers that it is in the industry's best interests to become as safe as possible, so there are a lot of discussions between safety officers regarding how best to deal with specific situations. The aim is to learn from the experiences of others and continue to improve standards.'

After a busy morning, Jan heads down to the local aviation restaurant for lunch to meet up informally with colleagues and friends from other local airlines based nearby. 'It's a great time to catch up on what's happening in the industry at large,' says Jan. 'These lunchtime chats often end up being more like a mini-seminar, as we always end up talking about what's happening in the wider industry.'

Lunch over and it's back to the office.

Later this afternoon, Jan needs to give a safety training briefing to a new group of cabin crew recruits, but before that he gets to work on the next issue of the company's safety newsletter. The newsletter is a key means by which safety information is shared across the organisation. Distributed ten times a year among all operational staff, cabin crew, pilots and up to the level of the board, it includes

*My main challenge is making sure that all the company's safety messages are communicated effectively*

industry-wide safety information, as well as details of any company-specific hazards identified during the previous month or so through the air safety reports.

'It takes a lot of work but it is well worth it,' remarks Jan. 'Although technical know-how is vital to do this job, my main challenge is making sure that all the company's safety

messages are communicated effectively. That's why things such as the newsletter and crew briefings are so important.'

Jan then heads off to the boardroom to give his presentation on safety issues and the company's safety culture to the new recruits. 'The briefing to them is really to explain how PrivatAir deals with safety and to convey the message that PrivatAir really means it when it says "safety comes first",' Jan explains when he returns from the briefing. 'We depend on these people to report to us any safety concerns as they see it, so in these briefings we explain to them the use of reporting safety issues. The great thing is that they are all professional people: I only need to explain to them how doing something differently will make the company even safer and they will do it happily. You do not have to convince them to be safe, they all want to be.'

Collectively, airline pilots and cabin crew are possibly some of the most trained safety professionals in the world: it is a constantly recurrent theme throughout their professional life. At PrivatAir, safety constitutes the major part of the company's employee training programme. All new flying crew undergo

a rigorous four-week syllabus in safety and cabin procedures before they start flying with the company. In addition to this, PrivatAir's pilots carry out simulator safety training every six months, and all cockpit and cabin crew undertake a joint annual four-day 'refresher' course, which covers multiple safety facets such as medical treatment, dangerous goods handling, and security amongst others.

Following the briefing to the new recruits, it's back to Jan's desk to prepare the agenda for the next day's safety steering committee meeting. Taking place on a quarterly basis, these meetings ensure that the senior management is regularly updated with all aspects of the company's safety agenda and provide a method of obtaining agreement on recommendations to improve safety. 'Following these meetings, there is always a lot to be done,' explains Jan. 'Once any new safety procedures have been implemented, PrivatAir continuously monitors progress with various safety data gathering tools and its dedicated in-house quality department, which is responsible for scheduling regular audits and including safety recommendations in audit checklists.'

'My job is certainly varied! But, for me, this is one of its great attractions,' says Jan. 'Throughout the course of a day, I might converse with a whole range of people from the CEO, pilots and maintenance engineers, to external conference organisers, safety investigators, aircraft manufacturers and industry organisations such as IATA – all in the name of safety. For a safety officer like me, it's all in a day's work.'

In every aspect of its business, PrivatAir has always strived to assume the best practices of the commercial airline industry, with the additional flexibility of business aviation and PrivatAir's exceptional standards of service. The company's corporate safety culture advocates a collective approach, initiated by the senior management team but involving all employees from the pilots and crews themselves to the administrative staff, engineers, operations team, sales and customer services. While ultimate accountability for safety always lies with the company's senior management team, each employee is responsible for and considers the impact of safety in everything that they do and in every decision that they make. So whatever their destination may be, PrivatAir's passengers can continue to be rest assured that their safety is our priority. ■



Clockwise from left: the new, expanded charter sales team: Marina Enina-Texier, Verena Guibaud, Richard Koe, Corinne Kolter, Lucie Kunz-Harris, Dominic Sandell, Nathalie Beuchard and Lilli Muniesa

## *Introducing the charter sales team*

Strong demand has grown PrivatAir's European charter sales division to eight members

**T**HE WORLDWIDE demand for charter of both large cabin aircraft and smaller jets shows no sign of abating, as increasing numbers of individuals and companies are appreciating both the flexibility and reliability that private aviation can offer.

As charter demand in Europe has grown over the past twelve months, so too has the PrivatAir European charter sales division. From a group of only three people at the beginning of 2007, the team now boasts no fewer than eight members.

'While strong demand explains some of the growth, PrivatAir's relative success was built on internal change as well,' explains

Richard Koe, vice president charter and aircraft management Europe. 'Improved organisation, new charter products, precise pricing, strong operational support and specific marketing initiatives have all played their part – not to mention a great deal of hard work from all members of the team.'

Structured around different roles including key account managers, business development, sales response, supplier management and charter marketing, the investment in human resources is already paying dividends; 2007 reflected a 30 per cent increase in revenue and was the department's strongest year to date. ■