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JETFLY PROFILE

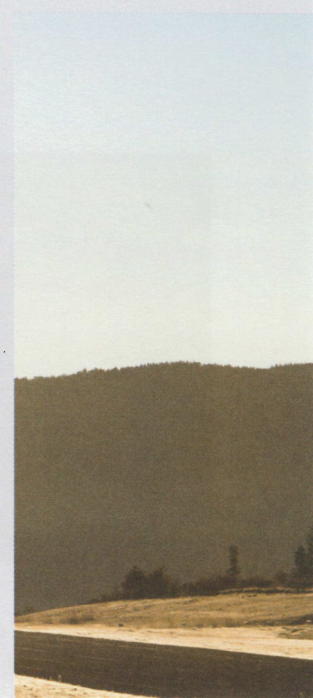
THE HIGH LIFE

Private aviation is evolving. No longer the preserve of tycoons and rock stars, the private plane is fast becoming an essential tool for business, as companies realise its efficiency saves not just time but money

Think of private aviation and the mind used to turn to images of ultimate glamour – rock stars sipping champagne between tour stops, Hollywood A-listers descending gracefully down steps to a sea of paparazzi, presidents and world leaders jetting around the world with their entourages. The reality, says JetFly Aviation's CEO, Cédric Lescop, is a little different.

"My clients are very normal people," he says, "They're not jet setters. They're entrepreneurs who are finding a smarter way to fly – and mostly, they keep a low profile."

For them, flying privately is first and foremost a money-saving exercise – the most efficient way of doing business across multiple cities in the shortest time possible. "Imagine flying your three top executives somewhere," says Lescop. "It's not just the flights you're paying for – it's their hotels, restaurant bills, taxis and other expenses, not to mention the time that they're out of the office." With private aviation, he



Left: JetFly's Pilatus PC-12 aircraft can land almost anywhere



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explains, clients can take meetings in Milan, Paris, London and Brussels on the same day and debrief between each on the plane.

Time wasted going through security checks and waiting at departures is cut down to a mere 15 minutes on the Tarmac, and JetFly's small Pilatus PC-12 aircraft have a particular advantage too – they can land almost anywhere. This means that you could fly to Denham Aerodrome just outside London and then be in Mayfair in just 35 minutes. Or, once that business meeting is done, fly directly to Courchevel with your skis and join your family on the slopes immediately.

It's not just about profits, though – as Lescop points out, a manager can take in two major meetings in a day and be back home for dinner, supporting a healthier work-life balance in the long term. A certain section of his clients also prefer to avoid major airports for reasons of security, while others have found the quality of the service with traditional airlines slipping over time.

With all these bonuses, it's unsurprising that business aviation is booming. Competition in Europe is tough, with around 800 business aircraft operators and 2,000 aircraft in the skies. Since Lescop and his investors joined JetFly six years ago, the fleet has grown from eight planes to 22 and they're adding more each year. In 2018-19 they will be the first to launch the new Pilatus PC-24, an exceptionally fast twin-engined jet with a larger cabin than the current models, that can still land on short runways.

Unlike other private-aviation companies, JetFly clients all own a share of a plane rather than chartering it. It's a model that works for both investors and customers, allowing them

guaranteed availability to fly anywhere in Europe with 24 hours' notice. Only the hours spent on the plane are chargeable; clients can share their flights with other JetFly users; and unlike other aviation customers, JetFly customers avoid the added hassle of going through a broker.

Customers buy a 10-year package that they can opt out of after five years – although in six years 87 per cent of them have chosen to keep their plane for its full lifespan. About half as expensive as operators using larger planes, JetFly's services are becoming increasingly valuable. The extra time to spend with your family and friends, doing what you enjoy – perhaps even taking in a relaxing stay at Le Bristol Paris or at the Hotel du Cap-Eden-Roc – is surely priceless.

FOR MORE INFORMATION ABOUT JETFLY AND ITS SERVICES, VISIT JETFLY.COM

