



# On top of the world

PrivatAir will soon be offering clients a unique experience... VIP world tours in their new Boeing 767, refitted to provide the ultimate in luxury travel

**T**HE WORLD'S ONLY Boeing 767 laid out for luxury VIP charter will be available for hire from PrivatAir next year. The aircraft will accommodate 52 passengers in first-class comfort and feature a dining area for six, and will have the range to fly non-stop from Geneva to Los Angeles or Singapore. PrivatAir will take delivery of the Boeing 767-300ER in December and carry out an extensive re-fit. The aircraft should be available for charter from April next year.

'One of the major sources of revenue for our large airliner-type charter operations have been luxury travel operators,' said Greg Thomas, Chief Executive Officer of PrivatAir. 'With an aircraft of this quality, we are reaffirming our position in the marketplace with an airliner that will appeal to both business and government clients, thanks to its range and layout, as well as working well for these tours.'

PrivatAir is currently operating several luxury world tours per year organised by two leading tour operators, Exklusiv Reisen, based in Switzerland, and INTRAV, based in the United States. Recent trips include 'Coral Reefs and Oceans of the World', a South American Tour, and trips around South-East Asia – most of these tours run for around three weeks, and are equally popular with passengers as they are with the crew.

Another option, a tour organised entirely by PrivatAir itself, was explored in 2000, when the Boeing 757 left Geneva with the golf commentator Peter Alliss on a three-week tour bound for the most beautiful golf courses in the world. Stops included Bermuda, Orlando, Las Vegas, Pebble Beach,

Hawaii, Sydney, Ayers Rock, Bali, and Dubai.

Based in Geneva, the Boeing 767 will replace PrivatAir's existing 28-seat BBJ. At the top end of the company's available fleet, the Boeing 767 will complement a choice that ranges from a Bombardier Global Express to Cessna Citations on both sides of the Atlantic. ■



Top: PrivatAir's new Boeing 767. Right: PrivatAir crew enjoying the popular South-East Asia tour

# Fly past

PrivatAir has seen many developments in its 29 years of operations – with many more to come. We take a brief look back over the company's history

**I**N 29 YEARS of operations, PrivatAir has seen many different destinations, aircraft and even names – including Petrola and PetrolAir – before finally becoming PrivatAir, as it is today. Geneva has been the home base for PrivatAir since 1976 when the company was formed from the aircraft fleet owned by the Latsis Group.

There have been plenty of highlights for PrivatAir since then, including the company's acquisition of its first Boeing 737 in 1979, followed in 1989 with its first Boeing 757 and Gulfstream IV.

Six years later, in June 1995, PrivatAir S.A. received its Swiss Air Operator Certificate from the Federal Office of Civil Aviation, and three years later the company placed an order for two Boeing Business Jets (BBJ), making it the first commercial operator to order the BBJ.

In December 1998, PrivatAir S.A. became Europe's first airline whose quality system fulfilled the ISO9002 certification standards for all its services.

The company then went on to acquire a third BBJ in December 1999, becoming at the time the only commercial operator of three of these new generation Boeing ultra-long-range executive aircraft. In May 2000, the first BBJ was brought into operation, quickly followed by two more.

In August 2000, PrivatAir S.A. acquired

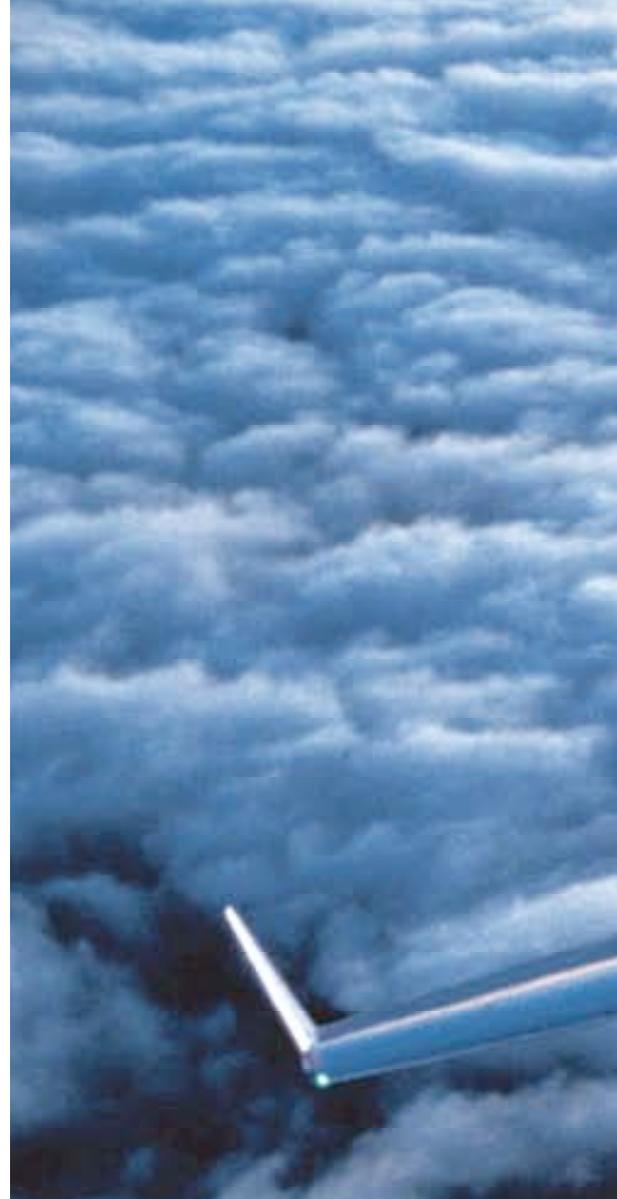
the US Flight Services Group (FSG), following which PrivatAir's Gulfstream IV was transferred into the US market.

In 2001 the PrivatAir Group was formed. In June 2002, PrivatAir began operating six-day a week, non-stop service flight for Lufthansa between Düsseldorf and New York's Newark International Airport on its 48-seat Boeing Business Jet. In 2003 PrivatAir acquired two new Airbus A319 LR aircraft to operate similar point-to-point services for Lufthansa between Munich - Newark and Düsseldorf - Chicago.

Following the success of this business-class only concept, two other services were launched in 2005, one on behalf of Swiss International Airlines between Zurich and Newark on a 56-seat Boeing Business Jet 2 and one for KLM Royal Dutch Airlines between Amsterdam and Houston on a 44-seat Boeing Business Jet 1.

With the growth of these Private Airline Services, PrivatAir went from 80 employees to its current personnel level of 540. And over the years it seems that not only has the name changed, but the aircraft can just as easily become fashion victims!

With the impending arrival of PrivatAir's new Boeing 767, the company will maintain its position at the forefront of the industry – and who knows what the future will hold! ■

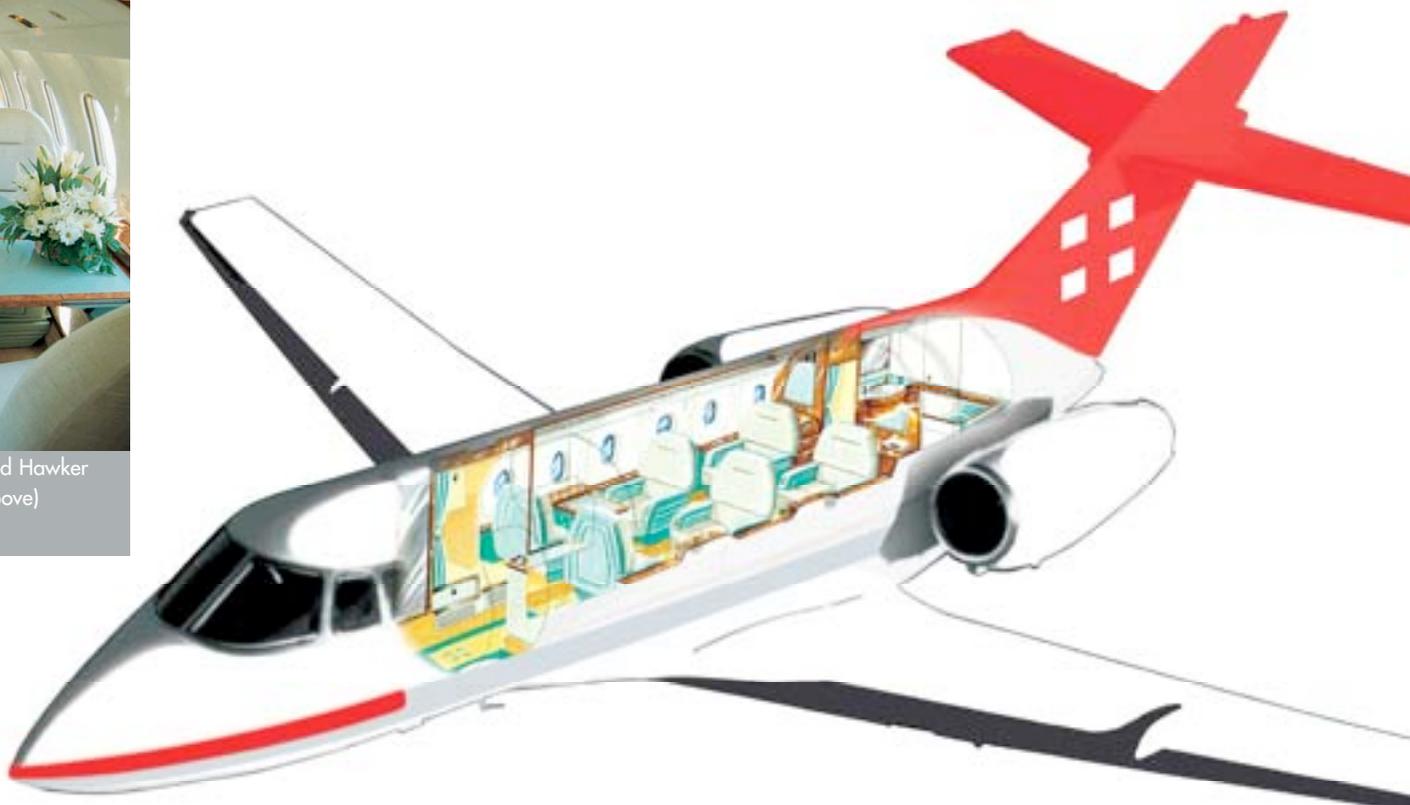


Below: the first Boeing 737 operated by PrivatAir in an intermediary livery, representing the 1990s  
Top right: PrivatAir's G-IV after its transfer to the US market, with detail of interior (inset)





Right: the short-lived Hawker 800 with detail (above) of the interior



PrivatAir is proud that its stringent standards for safety and security far exceed industry requirements

ONE OF THE questions PrivatAir has been asked most recently concerns the foiled terror attacks on London-area airports in the month of July. During about a five-day period, PrivatAir saw a 20 per cent increase in demand for private charter. One of the reasons for this is certainly that people feel more secure than with commercial airlines.

While private charter operations already

# Safety first and last

fall under different criteria and regulations than commercial air charter, some companies are far more careful than others in terms of their operations. In fact, PrivatAir operates under the most stringent standards for safety and security, far exceeding industry requirements. In 2004, we became the first business aviation company awarded the prestigious IOSA certification, the first internationally recognised audit standard for safety.

PrivatAir complied with today's strict security regulations even before they were required. We place special emphasis on passenger confidentiality, destinations and routes. All crew sign non-disclosure agreements. All PrivatAir personnel pass background checks and participate regularly in security refresher courses above and beyond JAR and TSA requirements.

Before a flight takes off, destinations,

routes and passenger lists are carefully screened and approved by our Director of Security. Passenger IDs, manifests, locations and follow-on legs are checked and verified. At pre-boarding, aircraft searches are regularly conducted as standard operating procedure. We can even assign your flight an on-board security representative, and upon request our aircraft can be equipped with state-of-the-art intrusion alarms and motion detector systems. An extensive security briefing document can be prepared on the destination locale. And stringent security can accompany you to your destination, including hotel and ground transportation.

While of course the foiled attacks were a terrible shock to all of us, reminding us of the dangers in the world of today, they also served to demonstrate again PrivatAir's commitment to safety and security. ■

■ PrivatAir is a leading international business aviation group with headquarters in Geneva, as well as operating bases in Düsseldorf, Hamburg and Munich and, through its US subsidiary PrivatAir Inc., throughout the USA. It has been in operation since 1977 and currently employs some 500 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, royalty, public officials and businessmen, as well as other airlines and private aircraft owners.

■ 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 Boeing Business Jets, and currently has three BBJ's and one of the larger BBJ2s. It also operates four Airbus aircraft, two 126-seat A319s and two 48-seat A319LRs.

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