

PRIVATAIR

Offering jet charter and private airline services, PrivatAir has been a leader in the field of luxury aviation for more than three decades



PrivatAir – for high flyers

PRIVATAIR HAS BEEN at the forefront of private aviation for over 30 years, providing the world's most demanding travellers with a comprehensive range of capabilities, delivered to the very highest standards of safety and personal service.

Since its creation in 1977, the company has grown from being the corporate aircraft fleet of the Latsis Group, a global conglomerate whose operations extend across numerous industries including oil refining, yachting, banking and construction, to a world-renowned full-service commercial VIP aviation operator.

Today, PrivatAir is one of the private aviation industry's longest-standing and most prestigious operators. Its global operations include both jet charter and private airline services.

PRIVATE CHARTER

PrivatAir's charter services enable you to travel in total privacy, into and out of more than 5,000 airports around the world. For over 30 years, the company has set the industry standard in operating aircraft of the highest quality and providing outstanding levels of service to our customers.

Whether it's chartering a Beechcraft 200 for a weekend family shopping break, or a 50-seat VIP-configured airliner for a three-week, round-the-world trip, PrivatAir offers unrivalled international coverage, sourcing the best aircraft to match each passenger's individual requirements. As such, our services are regularly sought by governments, royalty, celebrities and business executives the world over.

PRIVATE AIRLINE SERVICES

After pioneering the all-business-class concept in 2002, PrivatAir now operates business-class-only flights on behalf of a select number of commercial airlines who wish to offer an exclusive service on key routes. PrivatAir also provides regularly scheduled corporate shuttle flights for companies that frequently need to send their employees or clients to a particular destination.

KEY MILESTONES

1977 founded as the corporate flight department of the Latsis Group.
1979 acquired its first Boeing 737.
1989 acquired its first Boeing 757 and Gulfstream IV.
1995 received its Swiss Air Operator Certificate from the Federal Office of Civil Aviation.
1998 became the first commercial

operator to place an order for the Boeing Business Jet (BBJ).

1999 became the world's first airline whose quality system fulfils ISO 9002 certification norms for all departments.
1999 became the only commercial operator with three Boeing BBJ ultra-long-range executive aircraft.
2001 gained ETOPS and FAA approval to operate direct routes across the Atlantic and Pacific Oceans and unlimited operations to the US.
2002 launched its first transatlantic all-business-class route.
2003 created PrivatPort with Swissport to work in the executive jet-handling business at Geneva airport.
2003 gained JAR-145 approval from the German civil aviation authority.
2003-2005 added further all-business-class services.
2006 sold two BBJs and acquired a Boeing 767 for private-charter use.



*Previous page:
PrivatAir's Boeing 787
will have revolutionary
engine efficiency.
Here: bio-fuelled
Boeing 747s offer no
environmental solution*

will end up being counterproductive, but it is all being done with a view to the creation of less carbon.

Another related issue is the shrinking stockpile of the Earth's fossil fuels. Here aviation has been at the forefront of developing alternatives. First came a brief flurry with oil developed from seeds of different types. A burnable ethanol was created and successfully powered a Virgin Atlantic 747, among other aircraft. Then came the realisation that the amount of land required to grow enough plants to sustain the current world consumption of fuel would be too great. Even worse, land used for growing these crops would compete directly with food production.

Now another alternative has emerged – algae. Although it won't be commercially viable for another 10–15 years, these organisms could be harnessed to create effective and clean fuel in large bio-reactors around conventional power stations. The method would have two benefits.

Apparently it could prevent such power stations from releasing carbon dioxide into the atmosphere, as well as creating a long-term sustainable fuel source for aviation and other applications. However, on the basis of current technologies, it is estimated that it would require an area the size of Belgium to grow enough algae to meet world needs. Now we know that the European Commission is keen to lead the pack on green initiatives but perhaps turning Belgium into an algae farm might be a step too far, too close to home.

The pressure group Action against Agrofuels argues that, far from assisting the process, the majority of these fuels are actually worse for the environment than fossil fuels themselves, creating up to 70 per cent more carbon emissions in their production and extraction cycles, as well as often being grown on land previously occupied by rainforest. (By the way, deforestation accounts for 40 per cent of greenhouse gas emissions today.)

The aviation industry has itself always been very interested in using fuel more efficiently. The rigour of its competitive environment means that it will naturally fight to fly in the most economical way – one of the by-products of this has always been more efficient fuel consumption. This has been achieved by better engine technology (60 per cent of the revolutionary efficiencies of the new Boeing 787 come from its engines), lighter materials (carbon fibre and other composite materials), improved ways of flying (continuous descent – basically lining up earlier on a runway and gliding in from further away) and more efficient use of airspace (a single air-traffic control system would allow as-the-crow-flies routings, which could save up to 15 per cent of European fuel consumption). IATA has carbon-neutral growth by the year 2020 as a target, and has the support of most major manufacturers and operators. Aviation is definitely trying to play its part. ■■



HOW GREEN IS MY AIRLINE?

In an industry where environmental concerns loom ever larger, GREG THOMAS favours technical solutions

WE HAVE HAD EVER MORE stringent regulations and laws against noise pollution for over 30 years, with the aim of gradually eliminating noisy aircraft, yet it is only quite recently that we have begun to think about carbon emissions. You could call it ironic.

According to the pressure group Plane Stupid, we are all flying not just too frequently but too frivolously. Global aviation's annual contribution to the production of greenhouse gases (about two per cent seems to be the commonly accepted proportion) needs to be cut. Moreover, it is said that as aviation emissions occur at extremely high altitudes, they are significantly more damaging to the ozone layer than corresponding emissions from ground-based activities. In the UK this has culminated in large-scale demonstrations at airports, reminiscent of past anti-nuclear protests such as those at Greenham Common.

So how 'frivolous' is air travel? It would be true to say that the

cost of flying has fallen and continues to fall. Some of us may remember Freddie Laker's SkyTrain. It threatened to revolutionise transatlantic air transport in the 1970s by offering £99 one-way fares to New York. Thirty years later, on a like-for-like comparison, Virgin Atlantic's average yield transatlantic one-way is £59. How is that possible? The answer is that aircraft are increasingly efficient on a per-seat basis – bigger aircraft with more seats burn less fuel per seat. Then there is improved efficiency in working practices and lower overall crew costs through effective salary reductions and improved productivity. Finally there is the use of new technology to save weight and the benefit of increasingly efficient aviation engines.

What is the current situation? The airline industry has been characterised over the years by international protectionism, which leads to consistent oversupply of lift. We have national airlines being subsidised by governments.

This practice was outlawed many years back in Europe but the ban has recently been mysteriously flouted by both Italy and Greece. Outside Europe the practice is widespread. In addition, flying rights between countries are still largely regulated by restrictive international bilateral treaties. Then there is the consolidation of the airliner manufacturing market to two major providers, Airbus and Boeing. This has led to extreme competition between them and has generated significant encouragement for start-ups in what is an already oversupplied field. The growth of low-cost airlines, which each target specific geographic regions or niches, has helped launch dozens of 25–50-seater narrow-body outfits.

It is these airlines in particular that have distorted pricing in the short-haul markets. They have had the positive effect of stimulating legacy carriers to emulate their practices and this has created new airline ticket demand out of thin air. Ten years ago, who in, say,

Manchester, even knew of the existence of exotic places like Riga, Carcassonne, Tallinn or Gdansk? Now these are all regularly offered by low-cost airlines, sometimes at a price of £1 plus taxes. If you think about the paradox of paying more for the car park at the airport or the train ticket to get to it than the flight of a thousand miles and more, then you may begin to wonder if the environmental lobby might have a point.

It seems the European Commission thinks so. It is bringing in a stringent Emissions Trading Scheme (ETS), which it has successfully enforced in other industrial sectors. This will mean that for every ton of carbon produced the airline will have to buy carbon credits, which are sold by green projects, mainly in the third world, such as wind farms in China or reforestation projects in Indonesia and Brazil. Every airline that comes into or out of Europe will be affected. Of course the Americans are not happy. Some say that this