



THE ENLIGHTENED BUSINESS TRAVELER

SKY-HIGH OPPORTUNITY IN A RECOVERING ECONOMY

WRITTEN AND PRODUCED BY MARK PATIKY

Perk for the wealthy and famous? Corporate overindulgence? Tens of thousands of companies worldwide that own or charter business aircraft—or own jet cards or fractional shares—will tell you otherwise. For these mostly small and midsize firms and individuals, business aircraft are not the reward for success; they are the means of creating it.

Top executives aren't the only ones reaping the benefits of business aircraft. In fact, according to a survey conducted

by Harris Interactive, some 70% aboard these business aircraft are mid-level managers or non-executive staff. These hard-working road warriors are using a wide range of business aircraft to travel when and where they want to, visiting multiple cities in a day and compressing long, wasted hours of commercial air travel into short, intensely productive time, and they are bringing key personnel and prospects with them.

FLIGHT LOGS // REAL-LIFE BUSINESS AVIATION SUCCESS STORIES



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An Essential Strategic Tool in Tough Times

“Being efficient in a global competitive environment is critical for growth, and this is where a corporate airplane plays an essential role,” says Les Klein, founder and chairman of Stamford, Conn.-based Polymer Resources Ltd. Access to his own plane gives him the freedom and flexibility to forge enduring business relationships.

Dr. Edmund O. Schweitzer, president and CEO of Pullman, Wash.-based Schweitzer Engineering Laboratories, agrees: “In a business downturn, you’ve got to get out and see people. We’re doing that. We’re growing, and our business aircraft are a big part of that.”



The View From Above

Corporate cost-cutting and thinning management ranks have made it clear that conquering time and space will be key factors in the new economy. It’s not the time to be waiting for the next airline flight. *The Enlightened Business Traveler* is your boarding pass to this new world of travel. You’ll witness how businesses just like yours are using these strategic tools to save time in the air and on the ground, as

well as to gain a significant competitive advantage in today’s challenging marketplace. The best part is, you don’t even have to own an airplane to gain those amazing advantages. A wide range of new access opportunities are making business aircraft benefits more affordable and available than ever before.

FLIGHT LOG // AMERICAN SEAFOODS COMPANY

Chairman and CEO Bernt Bodal

Business: One of the world’s largest suppliers of fresh seafood

Travel Need: Remaining in close touch with far-flung facilities, global customers, bankers and vendors

Aircraft of Choice: Dassault Falcon 2000 LX



Dutch Harbor in the Aleutian Islands is one of the nation’s busiest fishing ports. It’s also one of the most remote places in North America. Commercially, the arduous trip to this major American Seafoods facility takes a day or more, but that doesn’t deter Bernt Bodal. He can jet direct in four hours door to door. “The flexibility of having our own plane enables us to go whenever we need to on short notice, and get back to what we need to quickly,” says Bodal, who is frequently flying with six or more people to see customers, bankers and facilities or explore new business opportunities in Europe, China, Japan or Alaska and along the East Coast.

His latest aircraft, a new Falcon 2000 LX with a large, highly functional cabin, considerable baggage capacity and impressive airfield performance, will expand his nonstop reach 4,600 miles to Norway and other strategic European destinations.

The Falcon is equipped with Wi-Fi, satellite communications and a host of other cabin amenities, and Bodal values the idea that his team can accomplish as much in the sky as it can on the ground. “It’s like being in your office,” he says. “We can continue to work in complete privacy and we’re ready to go the second we land.

“We’ve been a very successful company, and we place a lot of value on efficiency and time. That’s why a business aircraft makes so much sense.”

SIZE MATTERS.

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- SPEED 480 mph
- CABIN SIZE 461 cu ft
- RANGE 2,004 sm



FLIGHT OPTIONS® CITATION X

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- CABIN SIZE 593 cu ft
- RANGE 3,638 sm



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SWEET DEAL

JetSuite

Alex Wilcox, JetSuite's CEO, has a unique approach that's bringing new levels of affordability and value to business and private jet travel. "We decided to take the lessons learned from Southwest, Virgin Atlantic and JetBlue and build a low-cost model for private aviation—basically a single airplane type offering high efficiency, high frequency and high utilization," says Wilcox.

JetSuite exclusively operates a fleet of brand-new four-passenger Embraer Phenom 100 jets throughout California, the Southwest and Texas. It offers amazingly low fares between any city pairs within the region through various programs:

- **SuiteSpots:** If you're traveling between any of JetSuite's most popular locations—dubbed "SuiteSpots"—the fares get better; and if you are flexible enough to adjust your departure by an hour or depart from another nearby airport, you'll receive an additional discount. Trip costs between SuiteSpot destinations can be as low as \$999 for the entire plane.



- **SuiteDeals:** Wilcox realized that since planes must be repositioned to accommodate the next day's schedule, JetSuite could make those potentially empty flights available at tantalizing last-minute prices called "SuiteDeals." For example, one could pay just \$499 one way for all four seats.

- **SuiteKey Membership:** After making a minimum \$25,000

FLIGHT LOG // SANDALS RESORTS

Chairman Gordon "Butch" Stewart

Business: Caribbean resort developer

Travel Need: Developing and running a top resort chain throughout the Caribbean

Aircraft of Choice: Bombardier Challenger 300



When Gordon "Butch" Stewart bought an unwanted, seriously dilapidated Jamaican hotel, colleagues thought he was the one in need of a vacation. But with a passion for his native paradise and help from a business aircraft, Stewart transformed this once-forgotten property into an empire of premier resorts. "I went all over the place in our airplane," he recalls.

Twenty-five years later, the award-winning Sandals franchise includes a dozen unique resorts spanning four Caribbean islands from the Bahamas to Antigua, roughly the distance between New York and Miami, and Stewart's Bombardier Challenger 300 helps him overcome the obstacles of time and space. "This business requires enormous attention and continuous personal supervision," he explains. "So anywhere that has a problem at anytime, you'll find Butch there. I'm able to monitor my projects at a moment's notice."

Whether shuttling between islands or making cross-country trips in the states, Stewart often takes technical people, project managers, engineers and marketing people who work throughout the trip aboard the exceptionally equipped Challenger. "We're in a very efficient office on that airplane," he says.

Clearly, a business aircraft is one amenity this resort chain can't do without. Says Stewart, "If time is valuable, the plane comes cheap. There is no way that we could have built our business without one."

refundable deposit on future travel, program members can accrue bonus credits, enjoy lower fares, enhanced availability and other benefits, and use the account balance for any JetSuite trips, including SuiteDeals.

- **JetSuite Corporate Program:** Ideal for corporate flight departments that may need a more economical small jet to fill in on short flights, JetSuite's corporate program requires no money up front and offers flight credits of up to 5% for frequent flyers.

- **SuiteShare:** Currently in development, this program will allow those who book a flight to extend it to others via Facebook. Individually, everyone will pay a lower fare, and if three others join your flight, you'll be flying for free.

NOVEL APPROACH

XOJET

XOJET is taking on-demand charter and jet membership to new heights and in novel directions with its fleet of exceptionally appointed, Wi-Fi-equipped super-midsize Cessna Citation Xs and Bombardier Challenger 300s.

Unlike traditional charter firms, which manage private corporate owners' aircraft and offer them for charter with lim-



ited availability, XOJET owns its entire interchangeable fleet of similarly configured aircraft. Its unique approach melds the no-commitment simplicity of charter with the quality and consistency of fractional ownership. "People still need to fly to get business done, and they are looking at more creative and value-driven ways to do so," says XOJET CEO Blair LaCorte.

FLIGHT LOG // CROSBY TUGS, LLC

CEO Kurt Crosby

Business: Independently owned marine transportation company

Travel Need: Keep tabs on activities on three coasts, consult with prospects and serve customers nationwide

Aircraft of Choice: Marquis Jet Card—Gulfstream G200



Most people don't think of speed when they think of a tugboat towing a Gulf oil rig, but Kurt Crosby knows better. "This is a very competitive and demanding business, and we definitely have to react quickly," he says. When you're headquartered in Galliano, La., however, time is not always on your side. Taking the nearest commercial flight from New Orleans means an onerous drive and a half day lost even before the wheels leave the runway.

Now, with his NetJets' Marquis Jet Card, Crosby takes off from a local airport on his own schedule, shaves hours off trip times and returns quickly to tackle the next big call. "It's convenience, safety and peace of mind knowing we can respond effectively," he says.

Crosby and key managers fly 75 hours a year. They particularly like NetJets' service and the flexibility the Gulfstream G200 Jet Card provides. "Instead of just one type of jet, we have a fleet to choose from depending on where we're going and how many are flying," says Crosby. "When you consider the value of business, having a plane when and where we need it has definitely paid off. We've grown tremendously because of it."

In addition to fly-anywhere, pay-by-the-hour charter, XOJET has pioneered several popular programs:

- **Fixed-Price Charter:** A program offering published, all-inclusive, one-way flat-rate pricing for thousands of routes throughout the nation.

- **Coast2Coast™:** Through this program, travelers who fly just three times per year on any of XOJET's 88 coast-to-coast routes earn additional discounts and can save 25% to 50% over comparable fractional or card programs.

- **Preferred Access™:** Functioning much like a jet card program, through Preferred Access customers can make a refundable deposit on future travel, and XOJET will assign a personal account manager as well as offer booking preferences, pricing discounts and a menu of additional money-saving options. Shift your departure time by an hour or a day or change to a nearby airport to accommodate fleet movements, and the price drops further.

- **One- to Three-Year Membership Plans:** Resembling a fractional ownership program, but offered at lower costs and without the ownership risk or long-term capital investment, XOJET's membership plans feature fixed hourly rates and guaranteed availability.

For Hollywood producer Jack Giarraputo, a budget-conscious frequent cross-country flier, XOJET's convenience and service are ideal. "New planes, one-way pricing, wireless—you can't beat it," he says. "It's like flying cross-country in a really nice living room."

FRACTIONAL OWNERSHIP AND JET CARDS

Wide-ranging access opportunities are making business aircraft more affordable and available than ever before. With fractional ownership, you invest in a share of the aircraft of choice, buy only as much plane as you need, and pay monthly management fees and a fixed hourly rate for the time spent aboard. You can choose a larger or smaller model for specific trips, and you can even request more than one aircraft at a time. Perhaps best of all, wherever you find yourself, your plane is just a phone call away.

New financial options including brief, 24-month-long lease programs are making fractional ownership even more attractive, as they eliminate major capital investment and market risk.

While each of the major fractional ownership providers offers unique benefits, aircraft choice and program features, each is recognized for consummate and consistent adherence to the highest standards of safety and service.

When Marquis Jet pioneered 25-hour jet cards by blending the consistency, safety and fixed one-way pricing of fractional ownership with the pay-as-you-go simplicity of charter, it took

FLIGHT LOG // ELITE GROUP INC.

CEO Danny Lavy

Business: Major distributor of home appliances

Travel Need: Remaining in close touch with nationwide retailers and global suppliers

Aircraft of Choice: Flight Options Hawker 400, Hawker 800 and Citation X



As the CEO of one of North America's largest distributors of electric home appliances, Danny Lavy knew fast access to big-name U.S. retailers like Wal-Mart, Lowe's, Target and Kohl's was vital, but their locations were often rural and well off commercial airline routes. "To grow your business, you need to meet directly with customers, but it becomes really stressful when you have no clue if you're going to get there," he says. So ten years ago, Elite Group took off with its first Flight Options fractional share. Aircraft utilization and Elite Group profits have been soaring ever since, and today the company owns three Flight Options shares in a Hawker 400, Hawker 800 and Citation X.

"We're able to use the plane that's best suited for the flight depending on passengers and distance, and we can pick them up and drop them off anywhere. It gives us tremendous flexibility," says Lavy. "If I get people in and out of an appointment, if they can see more customers in a week, and if they are relaxed and on top of their game, we can do more sales," he says. "Even if it costs me a million dollars a year, you're talking about one great order that will cover that."

ALL THE BENEFITS OF A FRACTIONAL JET PROGRAM. NONE OF THE RISKS.

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NETJETS

NetJets®, a Berkshire Hathaway company, which originated the idea of fractional jet ownership, acquired Marquis Jet last year. The acquisition further expanded NetJets' impressive portfolio of business aviation services, which now includes NetJets Share™, NetJets Lease™ and the Marquis Jet Card®, as well as charter and aircraft management from Executive Jet® Management, a wholly owned subsidiary of NetJets and a leader in charter and aircraft management.

NetJets remains the largest fractional provider with more than 4,000 share owners and more than 3,500 jet card owners worldwide, and offers the most comprehensive selection of light, midsize and large-cabin aircraft. It is also the only fractional provider with independent fleets in Europe and the Middle East.

Owners can choose from ten aircraft models in the U.S. and seven specific types in Europe. Despite the recent domestic



economic turbulence, NetJets President of Sales, Marketing and Service Adam Johnson points out that business development in emerging international markets continues, and as a result, “demand for large-cabin, ultra-long-range aircraft remains steady.” Underscoring that the trend will continue, NetJets recently announced a purchase agreement with Bombardier to add up to 120 new Bombardier Global aircraft—including the Global 5000, Global 6000, Global 7000 and Global 8000—to the NetJets fleet. It was the largest aircraft purchase agreement in business aviation history.

FLIGHT LOG // AMERICAN CONTRACTORS INSURANCE GROUP

Chairman and CEO William McIntyre

Business: Insurance coverage for the construction industry

Travel Need: Personal visits with clients in remote locations

Aircraft of Choice: Avantair Piaggio Avanti



As the head of an insurance company that caters to the construction industry, William McIntyre has faced his fair share of challenges. But several years ago, he faced a challenge of a different kind: “All of our clients are out of town, and construction projects and contractors’ offices are often in hard-to-reach places,” he says. And although Dallas has great commercial air service, flights didn’t necessarily go where McIntyre’s team needed to be. Time-consuming road journeys and overnight stays were taking a financial and physical toll. “You have to look at the people cost and the impact on their business performance,” he says.

McIntyre did just this, and now his travel blueprint includes a fractional share in an Avantair Piaggio Avanti. “It allows us to get there and back quickly and easily,” he says. “There is often a limited window of time within which to meet with clients. You just want to be there on time,” he adds, and with the Avanti, he is. “If I had to fly commercially, I found myself rationalizing about not taking important trips. Avantair has completely changed my attitude about traveling,” he says. “It may be more expensive than flying commercially, but you are really saving time, and it makes one-day trips practical and easy.”

Price is what
you pay.

Value is what
you get.



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Johnson emphasizes that performance and value are equally important priorities on the domestic front, which prompted NetJets' recent order for up to 125 light-cabin Embraer Phenom 300 Platinum Edition aircraft. With interiors designed specifically for NetJets owner needs, the stylish new jet offers a remarkable combination of speed, comfort and economy.

In addition to the flagship NetJets fractional ownership program, the Marquis Jet Card program in the U.S. and the Private Jet Card in Europe, NetJets also offers aircraft leasing through the NetJets Lease™ product and financing options for fractional shares through NetJets Direct Financing™.

Flight Options

Flight Options, the second-largest fractional provider in the industry, continues to evolve with a compelling selection of aircraft, innovative fractional programs and the ever-popular JetPASS card—all of which are leading the company to unprecedented success, says CEO Mike Silvestro. In the first quarter of 2011, fractional sales increased by an astounding 467%, year over year.



Flight Options is focused on a select group of aircraft that represent significant value in their category, and the Embraer Phenom 300 is no exception. This top-selling jet offers amazing fuel efficiency, a range that can take it three-quarters of the way across the U.S., plus more legroom, more headroom and lower operating costs than comparable small-cabin jets, says Silvestro.

The Phenom 300 joins a fleet that includes the small-cabin Hawker 400XP, midsize Hawker 800XP and super-fast Cessna Citation X. Flight Options is also the exclusive

FLIGHT LOG // POLYMER RESOURCES LTD.

Founder and Chairman Les Klein

Business: Engineering plastics and compounds

Travel Need: Remain in close touch with customers in rural locations

Aircraft of Choice: Pilatus PC-12 NG



Polymer Resources serves a wide range of niche market customers requiring specialized products with short lead times. They're often located in hard-to-reach rural locations, says Founder and Chairman Les Klein, and getting to them quickly and efficiently was a problem. Then he discovered the Pilatus single-engine turboprop. It worked so well that he recently traded up for the third time to the latest Pilatus PC-12 NG. "We looked at light jets, but we found the flexibility of the PC-12, with its long range, large payload and ability to land at small rural airports close to our customers, to be an enormous benefit," says Klein. Loading the Pilatus with fuel, product samples and up to six passengers, they can visit several clients hundreds of miles away and have employees home the same day.

"In an increasingly competitive environment, having the flexibility to explore new business opportunities and respond quickly with face-to-face contact with executives and technical personnel gives us a significant competitive advantage," he says.

The plane becomes even more valuable when one considers Klein's need to access his various plants. The flight from the small airport near company headquarters to his plant in Rochester, N.Y., takes 70 minutes. By enabling key production personnel to shuttle between locations and return the same day on a trip that would take two additional days by road or commercial airline, the company gains a huge productivity boost.

fractional provider of the 13-passenger Embraer Legacy 600, which features a colossal cabin rivaling those of many long-range jets, but with the acquisition and operating costs of super-midsize aircraft.

The new Embraer jet is offered through a brand-new value-focused program, Phenom 300 Membership, which combines jet card benefits with fractional per-hour pricing. The program is designed to eliminate major capital investment and asset value risk. By paying a one-time fee, members can purchase up to three 25-hour time blocks over 36 months at flight-hour charges 25% lower than Flight Options' Hawker 400 rates.

In addition, Flight Options' Citation X fleet is undergoing a total makeover, including enhanced avionics, a completely updated Wi-Fi-equipped cabin and newly designed winglets to enhance performance and reduce operating costs, says Silvestro. "You'll fly in a bigger, faster airplane at Hawker 800 rates," he says.

The Hawker 400 fleet is also being converted as part of the Nextant 400 XT program. The aircraft will be completely remanufactured to include a latest-technology digital cockpit and new, high-efficiency Williams engines, which will increase range by 30% and reduce operating costs by 20% to 25%.

Avantair

Avantair is seeing great success as the exclusive fractional provider of the top-performing Piaggio Avanti. The twin-turboprop Avanti, which offers the lowest entry cost to fractional ownership benefits, features:

- A quiet, spacious stand-up cabin as large as that of a midsize jet
- Turboprop fuel efficiency claiming a 40% improvement over smaller jets



- A 460-mph cruise speed
- The ability to climb quickly well above weather and air traffic
- Ample range to fly halfway across the country

In addition, exceptional short-field performance enables access to hundreds of small airports that most jets can't handle. It all adds up to high performance and low cost, which makes Avantair a big hit in a challenging economy. "Revenue hours flown are at all-time highs," says Avantair President and CEO Steve Santo. "People are focusing on practicality, efficiency and value."

Avantair's prepaid 15- or 25-hour "Edge" Card is also very popular, as is its Access Lease program. Access Lease offers fractional pricing with limited commitment, eliminates residual market value risk and requires only a small up-front payment. This program can be designed to accommodate the exact number of annual hours required—beginning at 50 hours and increasing in five-hour increments—over a two- to ten-year term.

THE PLANE TRUTH

With a wide range of aircraft and programs to choose from, business aviation offers something for everyone. For example, the latest-generation ultra-long-range jets, which promise the

highest levels of economy, performance and capability, are able to fly from here to anywhere with unprecedented safety and efficiency. Take the ultra-long-range Dassault Falcon 7X, with its "fly-by-wire" control system offering a smoother and safer ride, 6,600-mile nonstop range and remarkable airfield performance. The 7X is the only aircraft that can take off from London City Airport's demanding runway and fly nonstop to New York.

New models like Bombardier's Global 8000 are shrinking the globe even further with an extraordinary 9,000-mile range, which means you can fly nonstop from Europe to virtually any continent on Earth.

Not every travel need is global, however. For short hops two-thirds of the way across the U.S., the affordably

priced, remarkably fuel-efficient Pilatus PC-12 turboprop offers unsurpassed versatility. It is an airborne marriage between a luxury sedan and a rugged SUV. It can negotiate very short runways, comfortably carry up to ten passengers or a huge cargo load—or some of both—and switch between passengers and cargo in minutes through a rear door wide enough for a standard pallet.

SMALL JET, BIG PROMISE

Honda Aircraft is heralding a new era of business and personal mobility with its advanced-technology light jet, scheduled for delivery in 2012. Though it may look small, its light jet performs big and promises unprecedented efficiency, versatility and practicality.

This innovative newcomer could drive business opportunity on an upward trajectory, creating swift, cost-effective market access to thousands of local communities that are vital to economic growth.

“I saw great potential in the small business market for a low-cost, short-range small airplane,” explains Michimasa Fujino, president and CEO of Honda Aircraft Company, and HondaJet conceiver and designer. His focus on performance, economy and value has even greater relevance today in the harsh light of the struggling economy, rising fuel prices and environmental concerns.

“My objective was to achieve a large cabin and high fuel efficiency without any compromise,” says Fujino. The new jet’s design is also incredibly aerodynamic. Reduced drag on the

high-tech, all-composite fuselage, paired with newly developed GE Honda Aero engines, add up to unprecedented performance and fuel economy that is 15% to 20% better than that of similar-size business jets.

This jet’s unusual over-the-wing engine configuration also allows for a quiet cabin spacious enough for five passengers and two pilots. “We have a great deal of experience designing interiors for automobiles in terms of ergonomics, and we utilized those lessons to build an interior that maximizes space and functionality,” Fujino says.

The HondaJet flight deck is equally advanced, incorporating avionics a generation beyond anything in today’s most sophisticated cockpits.

In a recent flight test, the HondaJet achieved its weather-topping 43,000-foot altitude projection and exceeded its forecast 480-mph maximum speed. Combined with significantly reduced maintenance requirements and an impressive 1,300-mile range, this innovative jet is really living up to the reputable Honda brand name.

CHANGE YOUR WORLD VIEW

In an era where deals can be made or lost in the instant it takes to send an e-mail, your time is not your own. The mandates for doing global business at Internet speed will only intensify, as will the emphasis on fast, efficient travel both domestically and internationally.

As the world faces a rapidly changing economic landscape, business aircraft are poised to present a completely new set of metrics: Distance will be measured in terms of productivity instead of miles. Cost will be calculated in terms of efficiency rather than dollars. And time will be kept according to new opportunities instead of old airline schedules.

The sky is no longer the limit. New aircraft models have created unprecedented choice for both price point and performance, and new ways to access them continue to evolve. There’s never been a better time to get on board, so fasten your seatbelts and prepare for the tomorrow you have only begun to imagine. ■

CREDITS

*Written and produced by
Mark Patiky (markpatiky@cox.net)
Principal Photography: Paul Bowen*



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