

THE PRIVATE JET LIFESTYLE MAGAZINE

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IN FLIGHT

PRIVATE JET UPDATE

New green initiatives from fractional ownership and jet card providers lead off this issue's private aviation news.

BY MIKE ESPINDLE

CHALLENGER 300 / BOMBARDIER FLEXJET

FLEXJET FLEXES PERKS

If you own a fractional share of a jet, you're well aware of your extra perks beyond the convenience and ease of private jet travel. Fractional companies typically grant owners access to exclusive travel opportunities, entrée to celebrity-packed events, small-scale meet-and-greets with top athletes and a bevy of other exclusive events for those who are "in the club." Just take a look at this magazine's Flash section to get a taste of these great experiences.

Bombardier's Flexjet operation takes those efforts a step further by offering fractional-owner style perks to their jet card customers through a new **Flexjet 25 Expert Guide Edition** program. In addition to 25 hours of flexible private flight time aboard a fleet of Learjets and Challengers, card holders have the opportunity to select from several unique bonus experiences: Would you enjoy a little one-on-one time with art expert Barbara Guggenheim? How about a once-in-a-lifetime excursion with fly fisherman extraordinaire Mike Lawson? Expert poker instruction from Hold'em ace Antonio Esfandiari? These are just a few of the creative packages the new version of the card offers (pricing runs from about \$120,000 to \$300,000 depending on jet type).

In addition, the Dallas-based company has released plans for one of the best carbon-offset

initiatives I've heard so far from the private jet sector. With many jet firms clamoring aboard the green bandwagon willy-nilly, Flexjet is partnering with **ClimateCare** (a carbon-offset operation recently acquired by **J.P. Morgan**) to manage clients' offset contributions. Going beyond simply planting trees or funding one or two initiatives, ClimateCare funds a spectrum of international projects, from efficient stove programs in Uganda to wind-power projects in China to landfill methane capture in the U.S. **Contact: Flexjet 25 National Sales Director Todd Johnson, Phone: (866) 375-9538; Email: todd.johnson@aero.bombardier.com; Website: www.flexjet.com**

AVANTAIR GOES GREEN, TOO

Anyone who has flown aboard the unique rear-facing twin-turboprop **Piaggio Avanti P. 180** aircraft tends to arrive at their destination smiling. The uniquely wide, egg-shaped cabin is extremely comfortable for an aircraft with light jet performance, and, I think just seeing it on the tarmac makes people happy (the way seeing a Mini Cooper produces a grin). So it's no surprise that **Avantair**, the fractional ownership company that operates a fleet of Avantis (and recently posted a 10 percent sales increase this June over the previous quarter), has taken an equally unique stab at implementing its car-