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## FP Posted

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TRANSPORT

### FLEXJET LAUNCHES NEW MARKETING CAMPAIGN

Bombardier's fractional aircraft ownership company, Flexjet, is looking to ease the middle-class guilt in the nouveau riche with its latest marketing effort.

The Dallas-Tex.-based company sells shares in private jets to well-heeled individuals and corporations through its fractional ownership program. The subsidiary of Montreal's Bombardier Aerospace launched a new multi-million-dollar campaign this week aimed at repositioning personal jets in the minds of the business elite.

No longer are jets "glamorous toys for the rich," Flexjet says, but rather a tool that enhances productivity and the quality of life "for hard-working executives and entrepreneurs."

By trying to make this segment more comfortable with the idea of fractional ownership, the company is clearly trying to differentiate itself from its larger competitor, Warren Buffett's NetJets. While NetJet has a fleet of about 700 jets, Flexjet operates only about 100 planes, including three in Canada for the 29 customers it serves here.

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