



**Private Jet Travel Made Easy**

Bombardier simplifies private jet travel while offering a full range of aviation solutions with Innovate programs, Skyjet and Flexjet.



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**J Vineyards & Winery Launches New Labels and Brand**

J Vineyards & Winery, the Russian River Valley luxury wine producer whose iconic yellow "J" logo has graced both its varietal and sparkling bottlings for over 20 years, will introduce a fresh look to this year's varietal wine releases with the launch of a new "J Vineyards" brand and corresponding packaging. With the evolution of [...]



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VERVE MARKETING & DESIGN™ recently produced two new books for Heifer International, Dreaming Cows: The Paintings, Murals and Drawings of Betty LaDuke, written by Susan Jo Bumagin, and Once There Was and Was Not: A Modern Day Folklore [...]



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World Series of Poker Hall of Fame & November Nine Dinner  
November 8th, 2009

To join us:  
Simply buy 12 bottles of JAQK's 2006 High Roller Cabernet and we'll give you one VIP ticket to the World Series of Poker Hall of Fame & November Nine Dinner—a \$500 value.  
You'll be able to rub elbows with poker luminaries from [...]



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Follow the money trail...  
Infamously, when he was asked why he kept robbing banks—and getting caught—Willie Sutton answered, "Because that's where the money is."  
In this tough retailing environment, merchants might wish to ponder his advice, which has come to be known as "Sutton's Law." Should you keep advertising the way you always have, or should you [...]



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## Private Jet Travel Made Easy

Jul 20, 2009 with **Comments 0**

Bombardier, a world-leading manufacturer of innovative transportation solutions, from commercial aircraft and business jets to rail transportation equipment, systems and services, offers private jet travelers award-winning and innovate solutions for all their travel needs.



Headquartered in Montréal, Canada, Bombardier has a presence in more than 60 countries. It has attained global leadership by exercising foresight, perseverance and innovation in designing and making products that answer its customers' needs for quality, dependability and cost-effectiveness. Their private jet programs include fractional jet ownership through Flexjet and whole aircraft ownership through the Flexjet One program.

In addition, the Flexjet 25 Jet Card program, operated by Jet Solutions, and Skyjet, a provider of on-demand private jet charters and innovative pre-paid jet cards, supplement Bombardier's product offerings to offer even more options and greater flexibility to owners



In May 1995, Dallas-based Flexjet—a division of Bombardier, the world's largest business aviation manufacturer—entered the fractional jet ownership market. Flexjet's award-winning program is recognized for developing innovative programs that offer more options and greater flexibility to its owners. Flexjet employs approximately 950 people,

almost half of whom are flight crew members. Its pilots are trained to the highest airline and safety standards and are type-rated for one aircraft, flying only that specific model. In addition, all pilots receive ongoing training and flight checks throughout each year.

### THE FLEXJET FLEET

Bombardier designs, manufactures, and operates every aircraft in the Flexjet fleet, including the Bombardier Learjet 40 XR, Learjet 45 XR, Learjet 60 XR; and long-range Bombardier Challenger 300 and Challenger 605 jets. Flexjet operates the youngest fleet in the industry, averaging less than 3.0 years of age.

#### FLEXJET FRACTIONAL OWNERSHIP

For individuals or corporations who fly 50 or more hours per year, but not enough to justify the purchase of an entire aircraft, Flexjet fractional jet ownership offers the greatest benefits in the industry. Owners purchase only the amount of aircraft needed, with each flight tailored specifically to their requirements and managed through Flexjet's industry-best customer service, available 24 hours a day, 365 days a year. Unique in the industry, Flexjet's advanced operational systems guarantees owners will fly on Flexjet's fleet 95 percent of the time or better.



## HOW IT WORKS

There are three cost components to fractional ownership: the initial capital investment, the monthly management fee and flying time. Owners have the option of purchasing anywhere from 1/16 share of a jet, which represents 50 hours of flight time per year, to 1/2 share, equivalent to 400 hours of flight time per year. Flexjet owners can increase their share at any time in increments of 25 hours as well as purchase mixed shares, shares in multiple aircraft and even shares that equal a whole aircraft.

## UNIQUE PROGRAM FEATURES

Flexjet offers a number of unique features that provide greater value and flexibility for its owners. These programs include:

**Versatility Plus** – Unique in the industry, this popular program enables Flexjet owners to realize value from unused hours by placing them in a pool for purchase by other owners. Since 2004, this program has returned more than \$26 million back into the hands of Flexjet owners who would have otherwise lost those hours.

**Round Trip Pricing** – This new program rewards the increased operational efficiency gained when a fractional owner committed to more than 100 annual hours books both legs of a round trip in advance. Flexjet owners will see a 15 percent price reduction for each hour of a qualifying round trip, saving owners thousands of dollars each flight flown.

**Secondary Service Area** – Flexjet leads the industry with its generous "secondary service area" program, enabling travel to and from regions outside the primary service area without incurring repositioning fees.

**Service Guarantees** – Flexjet fractional owners also benefit from a unique five percent charter-limit guarantee which assures them that they will fly on the Flexjet fleet 95 percent of the time or better.

**AnyTime Options** – Flexjet owners may purchase additional program benefits at any point during their contract, including upgrades and downgrades, multiple use and short-lead waivers.

**For more information, call 1-800-FLEXJET or visit [www.flexjet.com](http://www.flexjet.com)**

### FLEXJET ONE

The Flexjet One is a whole aircraft management program that provides a worry-free solution for those in search of the utmost flexibility. While Flexjet One owners may own one aircraft, they also have access to the entire Flexjet fleet. Flexjet One provides a valuable financial advantage for individuals or companies who are considering purchasing a whole aircraft by offering a lower operating cost—or cost per occupied hour—as compared with traditional aircraft management. This adds value, giving owners the best of both worlds.



The Flexjet One program also includes a special benefit, called Efficient Trip Pricing, in which the total hourly rate (inclusive of fuel) can be reduced by up to 20 percent, resulting in significant savings depending on how you typically travel. Unused hours can be sold back into the fleet, guaranteeing offset revenue to make the investment more valuable.

With Flexjet One, owners not only have their own aircraft, they will also have the entire Flexjet fleet at their command, including the newest, most advanced aircraft in the industry: the Learjet 40XR, Learjet 45XR, Learjet 60XR, Challenger 300 and Challenger 605. An additional benefit is the ability to use multiple aircraft in a single day, in cases where owners need to fly parties from several locations. Combining superior aircraft management, efficiency, guaranteed offset revenue and unmatched excellence in personal service, Flexjet One is a solution that makes sound business sense. For more information, visit [www.flexjetone.com](http://www.flexjetone.com)

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## FLEXJET 25 JET CARDS

Introduced in 2006, the Flexjet 25 Jet Card, operated by Jet Solutions, LLC under FAR Part 135, provides travel-by-the-hour on the exclusive Flexjet 25 fleet of Bombardier Learjet 40 XR, Learjet 45 XR, Learjet 60, Challenger 300, and Challenger 604 business aircraft. The card is available as a 25-hour program, and also includes options for 30- and 35-hours of flight time.



Introduced in 2006, the Flexjet 25 Jet Card, operated by Jet Solutions, offers flexibility, value and the widest range of options when customizing private jet travel. Flexjet 25 Jet Card owners receive the most control and availability when choosing to fly on the private fleet comprised entirely of legendary Bombardier Learjet\* and Challenger\* aircraft.

### **The Card.**

Much like debit cards for many products and services, jet cards provide travelers with a designated number of private jet flight hours on a specific class of aircraft. Jet cards give fliers a way to sample the flexibility and convenience available through private aviation while offering an excellent alternative for private jet ownership.

### **The Fleet.**

Bombardier business jets are legendary for their performance, design, comfort and amenities. With the Flexjet 25 Jet Card program, card owners have their choice of the Bombardier Learjet 40XR, Learjet 45XR, Learjet 60, Challenger 300 or Challenger 604 aircraft. All category leaders and all manufactured by Bombardier, the largest manufacturer of business aircraft in the world.

### **The Hours.**

The Flexjet 25 Jet Card program is a 25-hour program that also includes options for 30- and 35-hours of flight time. Should a card owner decide to move to the Flexjet fractional jet ownership program, the value of the remaining Flexjet 25 hours can be transferred to the fractional ownership agreement.

### **The Days.**

Flexjet 25 card owners are privy to the availability based on a preset number of travel days per year—ranging from a 365-day or 355-day to a 325-day or 275-day jet card—depending on which best suits their travel needs and financial plans. Each of the three calendar options provide four price levels for each aircraft.

### **The Pilots.**

The Flexjet 25 Jet Card program pilots are among the best and most experienced in the industry, receiving training beyond the FAA requirement. They are hired for their experience and dedication to the highest level of professionalism and service.

For more information, call 866-473-0025 or visit [www.flexjet25.com](http://www.flexjet25.com)



Skyjet pioneered real-time, online booking for private jets in 1997 and continues to forge innovative travel solutions. They offer the most comprehensive range of private jet options backed by unsurpassed service in the industry today as well as safety standards you can count on.

### **Fleet of Services**

Whether one is flying a single charter trip or is a Skyjet Member, clients can choose from over 60 aircraft models in 7 class sizes – one of the widest selections in the industry. In addition the Skyjet concierge service can provide catering, ground transportation and search for available empty-leg flights at reduced rates.

### **A Network of Preferred Operators**

Skyjet is the only major national jet card program that requires an impartial third-party on-site audit. To be considered eligible for the Skyjet Network, an operator must pass a stringent on-site safety audit conducted by a top aviation auditor such as ARG/US or Wyvern as well as meet additional crew requirements. These audits go beyond what is required by the Federal Aviation Administration to earn an FAA Part 135 commercial operator certificate. There are approximately 5,000 aircraft in the entire U.S. business jet fleet, but only 900 of those meet required safety standards.



### **Flexibility**

Skyjet Card Memberships never expire, and if a client's every expectation is not met, the remaining balance of their membership deposit is fully refundable at any time. With a Skyjet Membership, if an empty-leg flight that fits the client's needs can be found at a lower cost than the guaranteed membership rates, the member can take advantage of the discount and the flight cost can be deducted from their membership deposit.

For more information, call 866-751-9243 or visit [www.skyjet.com](http://www.skyjet.com)

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