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## THE ULTIMATE LUXURY

**NetJets**, the worldwide leader in private aviation, is poised to welcome a new generation of travelers seeking exceptional service within the safest of flying experiences.



Imagine a flight that departs on your schedule, provides high-speed Wi-Fi and personalized service in a private cabin, and transitions seamlessly from arrival to ground transportation.

This may sound like a fantasy, but it's a typical flight with NetJets. NetJets boasts a stellar safety record, bespoke services, and a suite of new incentive programs that make it the preferred choice of discerning travelers. "Previously, people with the means to fly privately may have viewed it as a luxury they didn't need," says Patrick Gallagher, president of sales, marketing, and service at NetJets. "Now, these individuals are recognizing that the ultimate luxury is peace of mind."

### First and Best in Safety and Service

In the fragmented industry of private aviation, NetJets stands proud. Founded in 1964, it was the first private jet charter and management company in the country. Today, NetJets dwarfs the competition with a fleet of more than 750 aircraft, nearly 3,000 captain-rated pilots, and a global reach of more than 5,000



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airports in over 200 countries and territories.

Recently, seismic shifts in the aviation industry have further sharpened NetJets' competitive

edge. As commercial airlines struggle with pandemic-era protocols, NetJets is doubling down on safety, having invested \$12 million in 2020 in critical new safety steps to protect owners and employees. This is in addition to the more than \$80 million it spends annually on crewmember training. "At NetJets, we prioritize safety, so we're investing in staying ahead of that curve," Gallagher says.

Those efforts have paid off. In 2020, NetJets welcomed three times as many new customers as it had the previous year. Although the company saw a dip in business travel due to remote work trends, leisure flying rebounded quickly and constitutes approximately 80% of NetJets' flights. To nurture growth, NetJets is offering incentives like the Minimum Flight Segment program, which waives the one-hour minimum on select flights; the High-Efficiency program for owners flying between select airports with high daily volumes; and the Transatlantic offer, which brings a flat-rate, zone-based approach between the U.S. and Europe.

Those flocking to NetJets are likely to get hooked. Many start

with the NetJets Card™, which offers 25 hours of flight time for one payment. Within a few years, most graduate to owner status within NetJets' shared ownership and leasing programs, where they enjoy more flexibility and a lower cost per hour. Owner retention rates are upward of 90%, with some owners passing down their ownership to families and businesses. "The fact that our Owners stay with us for generations is why we call NetJets a legacy brand," says Gallagher.

Anticipating steady growth in private aviation, NetJets is expanding its fleet by approximately 40 aircraft in 2021, with an additional 40 to 50 new aircraft in each of the next several years.

"The future is bright for private aviation," says Gallagher. "We've grown throughout 2020, and we stand to come out the other side of the pandemic an even stronger company than before."

**NETJETS®**

**877-538-9160**  
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