



Cabin comforts:
Fractional ownership
programs take the
hassles out of travel.

Industry Trailblazer

Flight Options continues to help propel innovation in the private aviation industry to new heights.

Voyagers who measure big advances in air travel as the few extra inches of legroom in a commercial jet may be unaware of the revolution going on outside the window: the total makeover of the private planes flying nearby. New materials and engines have made them much lighter, faster, and more efficient than their counterparts of a decade ago. Other novel ideas have made them safer and easier to own. Innovation has transformed the general aviation industry—one reason there is a yearly event, called the Living Legends of Aviation, to honor industry pioneers. It is sponsored by *Airport Journals*, the nation's leading aviation newspaper.

One of the most creative forces in the business is Flight Options, founded in 1998 and acquired in late 2007 by private equity firm H.I.G. Capital. Flight Options is a leading provider of private-jet travel services with a variety of programs that offer consumers much of the luxury and freedom of owning a plane without having to worry about where to park it, or the considerable expense of being the sole owner. "We are staking our reputation on being first in air safety, ser-

vice, and profitability," says Flight Options CEO Michael Scheeringa.

"The FAA has recognized that our management has instituted systems that are taking flight safety to the next level," says Scheeringa. "In service, we have taken a right turn from the rest of the industry and have recognized that what we do is not about the planes; it's about the customers, and our service is comparable to that of a five-star hotel.

"Some in the industry say they are only going to serve one kind of customer," Scheeringa continues. "Others want to be all things to all people; our aim is to serve customers in those categories in which we can be profitable." In 2007 Flight Options reported an operating profit for the first time in its ten-year history.

Under one Flight Options plan, a client pays \$825,000 for a one-eighth equity stake in a Hawker 400 XP light jet, which can carry seven passengers to more than 4,000 airports in the U.S. Each hour in the air costs the client an additional \$1,350 or so. The client is expected to use the plane for 100 hours a year, but, unlike some competitors, Flight Options does not impose a

penalty on those who use the plane for as few as 80 hours or as many as 120 hours. To modernize its fleet, the company has ordered close to \$1 billion worth of Phenom 300 light jets. The manufacturer, Embraer, will begin delivery at the end of 2009.

Increasingly popular for those who want luxury transportation without an asset purchase is Jet-Pass, a membership plan from Flight Options whose client base has been rising over 150% a year. A \$100,000 deposit buys a client a debit card that can be used, for example, to take skiing buddies from Jacksonville to Aspen. Or it can be used to transport friends and family from Cincinnati to Cabo San Lucas, Mexico. With just one account, members gain access to three cabin classes of aircraft, and, depending on the cabin class selected and time and day of travel, the card will be debited \$3,500 or more for each hour of flight. Any money left in the deposit is fully refundable.

Creative thinking—whether applied to new materials or multiple ways to buy into the pleasures of private flight—has lifted general aviation above the clouds and to heights where opportunities for innovation look as though they will soar forever. ■

One-of-a-kind private-jet membership,
JetPASS Ultimate Travel.



Flight Options' JetPASS Ultimate Travel is a risk-free program. A \$100k fully-refundable deposit provides access to Flight Options' fleet of over 130 private-jets, with rates as low as \$3,665 per hour for a jet that seats up to 7 passengers.

Features

	JetPASS	Others
Fully refundable	✓	x
No fuel surcharge	✓	x
More air-time with non-peak pricing	✓	x
No ferry fees to Mexico & Caribbean	✓	x

flightoptions.com | 877.703.2348

Some restrictions may apply.



flightOptions

We give you more:®