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Press Release

FlairJet flies further with Phenom 300s as AOC is expanded

Since introducing two Embraer Phenom 300 light jets to service in January, Oxford-based executive air charter operator FlairJet has been flying longer leg routes to destinations such as Bilbao, Istanbul, even Lapland. "Passenger reaction has been terrific," says Chief Executive and Captain David Fletcher, one of seven FlairJet pilots now type certificated on the aircraft. "The more experience we gain with this new aircraft the more I am convinced that this aircraft is the one to beat in Europe," he says.

As the first operator to introduce both Phenom 100 and Phenom 300 to the European marketplace FlairJet has had to overcome a number of regulatory issues arising from the operation of the first types, and because the aircraft are different types, a multi-fleet flying approval has been required to get crews qualified on both aircraft. This has been accomplished along with three remarkably successful UK Civil Aviation Authority audits.

FlairJet has become the ambassador for the Phenom 100 and 300 in Europe and this expertise has not gone unnoticed by potential future buyers of Phenom aircraft. As a result the company is now attracting regular approaches from individuals who are interested in the aircraft and want FlairJet's expertise. FlairJet is currently operating a fleet of two 300s and three 100s, but it is in advanced negotiations to add a couple more to the fleet this year. The company is also shortly to offer charter services to a larger geographical area with an AOC area expansion to include the Middle East, Africa, the Caucasus and more of Russia.

Base in South of France/Balearics this summer

FlairJet marked its first anniversary in December 2010 and with the support of charter brokers and Avinode it has started to build a strong following of clientele who regularly travel from the UK to the south of France or the Balearics (Palma and Ibiza). Several are second home owners. As a result it is planning to position a Phenom 100 and 300 in Cannes and the Balearics during the peak summer. "The charter market is slowly picking up in the UK," FlairJet notes. "I think we are benefiting from situations where charter clients have trimmed their travel budgets owing to the recession, but having got used to the ease, time-saving and flexibility of chartering they don't relish going back to an airline schedule on short hop routes, so are opting to select smaller jets instead. There is also an element of 'new business' coming on to the smaller Phenom 100 entry level jets too."

-Ends-

Editors Notes:

FlairJet, backed by three London based QCs, achieved its UK AOC and commenced revenue charter flights in December 2009 with two initial Embraer Phenom 100s. A third aircraft was added to the fleet in May 2010. FlairJet has enjoyed a successful introduction to the market flying business and leisure passengers on short haul flights to Europe and UK cities. FlairJet's growth in business is reflected in the increase of personnel, which now number 17, up from eight in December 2009, together with a move to larger premises at Oxford Airport.

Working closely with leading aircraft brokers, FlairJet has become an established name in the light jet charter market.

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