

READY FOR TAKE OFF:

NetJets

Caters to Equestrians

“OUR FLEET OF MORE THAN 700 AIRCRAFT OFFERS OUR OWNERS ACCESS TO OVER 3,200 AIRPORTS WORLDWIDE IN OVER 150 COUNTRIES. THIS KIND OF GLOBAL REACH IS WHAT GUARANTEES THAT OUR OWNERS GET TO THEIR DESTINATIONS—WHENEVER AND WHEREVER THAT MIGHT BE.”

PATRICK GALLAGHER,
EXECUTIVE VICE PRESIDENT OF SALES & MARKETING, NETJETS



THEY SAY VARIETY IS THE SPICE OF LIFE, AND IN THE WORLD OF PRIVATE JET AVIATION THIS HOLDS TRUE.

For the equestrian who is traveling the world, one size does not fit all so NetJets offers a model where instead of owning just one plane, their customers can choose from a fleet of different planes to meet their specific travel needs. Whether it's a light cabin Cessna Citation to land at a smaller air field or a large cabin Gulfstream IV-SP for trans-continental travel, customers have access to multiple aircraft simultaneously.

NetJets has made a major commitment to sponsor equestrian sport including the Winter Equestrian Festival and Adequan Global Dressage Festival in Wellington, Florida as well as Palm Beach Polo at the International Polo Club. "We engage in a host of exclusive events and partnerships that benefit our customers as well as our brand," says Gallagher, "We are especially excited about becoming involved in the equestrian world because many of our current clients are truly passionate about it, and we believe this category includes prospective customers that will benefit from NetJets access." A benefit of equestrian sport is the unusually long careers of its athletes. In the NetJets \$205,000 Grand Prix at the Winter Equestrian Festival following after winner Daniel Bluman in second was Margie Engle (age 60) and third Beezie Madden (age 54), proving the value of experience.

Experience is also important at NetJets and safety is another core value. "Our unwavering commitment to safety is upheld by the most experienced pilots and crew in the industry. While the law requires annual training, our pilots train twice a year, and we invest more in flight-crew training annually than others spend on flight crews," says Gallagher.

The brand's history is one of aviation aficionados. Gallagher explains, "It began more than 50 years ago, in 1964, when three military pilots—U.S.



Daniel Bluman and Sancha LS GP



Photo credit of the planes: Courtesy of NetJets.

Air Force Generals Curtis LeMay and Paul Tibbets Jr., with U.S. Army Air Corpsman Bruce Sundlun—established Executive Jet Aviation with help from Hollywood greats Jimmy Stewart and Arthur Godfrey. In 1984, Richard Santulli purchased EJA and changed the name to NetJets after pioneering the revolutionary concept of shared ownership. Warren Buffett purchased his first share in 1995 and was so impressed with the service that he bought the company three years later, adding it to the Berkshire Hathaway family. Today, we continue to focus on providing the same level of safety and extraordinary service for every one of our 7,000+ Owners."



Daniel Bluman and
Sancha LS NetJets GP

Photo Credit: WEF is Sportfot.

The exclusive experience, however, doesn't end with touch down. NetJets partners with various events from Art Basel to the PGA Tour to the Naples Winter Wine Festival. "We've built partnerships across a variety of categories carefully chosen based on our Owners' passions. These relationships allow us to offer our Owners special benefits and exclusive access to once-in-a-lifetime events. Whether it's a private concert with a Grammy-winning performer or a one-on-one session with a world-renowned professional athlete, our Owner events are definitely unforgettable," notes Gallagher.

For indelible journeys, NetJets has also partnered with a luxury legend, the Four Seasons Hotels. Guests enjoy NetJets private travel, a stay in one of the lush Four Seasons properties and memorable moments. The European Escape includes dinner in the kitchen of Le Cinq at Four Seasons Hotel George V, Paris, the three-Michelin-starred restaurant where award-winning Chef Christian Le

Squer will personally prepare an exquisite tasting menu. The Island Getaway on Hawaii offers a stargazing tour guided by a Polynesian mythology expert aboard a 50-foot catamaran. And the Mountain Adventure in Jackson Hole and Vail gives guests private access to the slopes with an Olympic medalist. (netjets.com/fourseasons)

Returning to the one size doesn't fit all, NetJets has different solutions for each Owner's unique travel needs. Gallagher explains, "Owning a share of a NetJets aircraft is ideal for individuals and businesses that fly 50 or more hours per year and prefer the advantages of owning the asset. For those wanting similar benefits but less capital outlay, NetJets Lease is a smart choice. And then we have a variety of Jet Card programs that offer access to the NetJets fleet in smaller hourly increments."

NetJets.com

