

G450 CABIN ALTITUDE: 5,000 FT*
PASSENGERS: UP TO 19
SIGNATURE OVAL WINDOWS: 12



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Anyone can travel, but few will travel in the unsurpassed comfort and style of the Gulfstream G450™. With forward and aft lavatories to optional equipment like a Broad Band Multi-Link (BBML) high-speed data system, the G450 has cabin amenities to help you cross continents and arrive relaxed and ready for business.

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*At the typical initial cruise altitude of 41,000 ft.

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Read: Business aviation is the key. While your competitors are battling their way through security checks, fighting fatigue, and missing out on quality time back home, your people could be maximizing every minute while boosting your bottom line—and retaining their sanity.

But truth be told, your competitors may already be using business aircraft. “Companies that utilize business aircraft are on average better performers from the shareholders’ point of view as well as in the retention of talent and the ability to reach markets quickly,” says business aviation consul-

tant Robert Hobbi, whose Scottsdale company ServiceElements works with corporations to streamline their travel operations. “There’s factual proof of this everywhere.”

Hobbi has been coaching clients for three decades and has seen the business aviation community rally into one of the most vital and powerful elements of modern business. This is not only because of the vast efficiency benefits, but also because business is changing in ways that practically demand their use. “With the advent of technology, you can see in general—even without aviation—that the movement of companies is much faster now,” Hobbi explains. “It used to be that when a company would, for instance, introduce a product, there would be a pretty long period of time testing it out to make sure it works. You had the luxury of time on your side to develop it and introduce it. But now that time has shrunk immensely, and

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A WORLD ABOVE

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Delta Private Jets is one of the world's biggest charter and jet card companies, offering seamless integration of commercial and private aviation services.

the speed with which executives, R&D teams, and company representatives have to react is huge—everyone has to be much more agile.”

Of course, for many companies the challenge of integrating business jets into their strategic plans is significant. Aircraft are undeniably complex financial investments, and building a case for their use requires complete understanding of options, capabilities, and the totality of their management—from flight crew selections to fuel purchasing to maintenance and storage. But fortunately, there has never been a time when it's been easier to test the waters than today. There are aircraft options for every conceivable mission and strategies for tapping them ranging from purchasing an aircraft to chartering to fractional ownership to hourly jet cards—and every combination of these options. Delta Private Jets even offers a jet card that meshes seamlessly with commercial airline operations.

If you dip your toe into the world of charter or jet-card-based flying—or take the plunge with an ownership strategy yourself—the benefits will emerge on the first flight and extend into the long term. Take it from one of Hobbi's clients, who recently said, “I'll sell my house before I sell my jet.”

SPEED IS OF THE ESSENCE

The ability of corporate fliers to sidestep airline bottlenecks and hub routing is well known: Flying direct simply gets you there faster. But the speed benefit can originate with the airplanes themselves. The lightweight, finely tuned birds possess the aerodynamics and engine power to move faster

than commercial jets—flying at Mach 0.90 and above, compared with a maximum speed of Mach 0.80 and slower for airliners.

That may not sound like much, but according to Steve Cass, Gulfstream Aerospace's vice president of technical marketing and communications, the difference is tremendous. “Our business jets are time machines in more ways than one,” he says. “That difference amounts to 50 hours per year of saved time—a number that truly resonates with corporate fliers. That means they're spending more time at home. But high-speed aircraft also reduce maintenance costs, since that's based on hours in the air and on crew schedules. After all, would you rather have them working 16-hour days, or 14?”

Gulfstream's new aircraft—the G500 and G600 announced last year—and their current models, including the G650 and G650ER, can bridge city pairs in record time and exceptionally economically. They're also stocked with cutting-edge technology to improve passenger productivity and comfort in the cabin—think separate areas for work and relaxation, big windows for natural light, and whisper-quiet interiors—as well as enhance safety up front. The cockpits feature Gulfstream's Symmetry Flight Deck, which includes fly-by-wire side-stick controls that move together when one is activated—as opposed to other systems in which the unused stick remains static—providing both pilots with full awareness of who's got control of the aircraft. It's that level of attention that maximizes your safety while still speeding through the skies.



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The Delta Private Jets Card gives you the power to fly directly at every opportunity. It's the only jet card that offers total access to our private jet fleet and SkyMiles® Medallion® status aboard all Delta Air Lines® commercial flights. Because how you fly is the best way to know that you've arrived.

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JET CARD/CHARTER/AIRCRAFT MANAGEMENT

COMFORTS OF HOME AND OFFICE

You wouldn't conduct a sensitive business meeting in public—but that's precisely what most business fliers are forced to do while traveling in the commercial air system. "Privacy is hugely important when it comes to flying," Hobbi says. "It's very difficult to be able to confidently engage in telephone calls and conversations with colleagues with others in earshot—regardless of whether or not they're potential competitors. When you need to be discreet, you can do that with a business aircraft. You know everyone on board."

Furthermore, business aircraft are increasingly capable as both flying boardrooms and staterooms. "We work extremely hard to provide the best cabin experience in business aviation," says Brad Nolen, director of product strategy and marketing, Bombardier Business Aircraft. "We achieve this by designing interiors that seamlessly combine the comforts of home with the most efficient business tools, allowing you to be productive on your journey."

Bombardier's Global 6000 aircraft ensures that you reach your destination rested, refreshed, and ready for the day ahead. It will offer the fastest Internet connectivity worldwide for video-conferencing and streaming of high-definition content, and the plane features an exceptional and convenient stand-up shower.

The Global 6000 delivers the perfect combina-

tion of uncompromising quality, ingenuity, and luxury to connect passengers to the people and places that matter the most. "We pride ourselves on manufacturing aircraft that offers high-speed performance without compromising access to difficult runways," Nolen says. "The Global 6000 aircraft is the largest business jet capable of accessing the world's most difficult-to-reach airports, like Aspen and London City, which is not possible for most other business jets. The Global 6000's ability to connect challenging airports seamlessly is unprecedented and emblematic of the performance and luxury that comes standard with flying this amazing plane."

It's not just the biggest corporate jets that provide this sort of comfort and capability. New generations of small to midsize jets are emerging that are light, agile, and supremely comfortable—and perfect for a wide array of missions. It's at this level of aviation where you're able to truly fine-tune your selection and maximize your efficiency. Remember: Every extra pound of sheet metal is another pound you have to fly—so right-sizing your airplanes is essential. If you don't absolutely need to fly 19 people to China, then don't opt for an aircraft that can.

Embraer Executive Jets offers two new options to answer this criteria: its new midsize Legacy 500, which entered service about a year ago, and the newest jet on the market, the mid-light Legacy 450. Both jets are the first to introduce fly-by-wire technology into their classes, and both have the largest cabins, too, with a six-foot ceiling, a flat floor, and seating for up to nine in the Legacy 450, and up to 12 in the Legacy 500. Fully reclining club seats—with options of heating and massage—can be berthed into beds; two in the Legacy 450 and four in the Legacy 500.

Cabin comfort is further enhanced by a low-altitude cabin of only 6,000 feet. In-flight entertainment and communication options include high-definition video system, surround sound, and voice and data connectivity. A full-service galley greets you upon entrance. A cabin-height stowage in the rear of the cabin is complemented by the largest baggage capacity in the mid-light and midsize classes, at 150 and 155 cubic feet, respectively. Your range: up to 2,575 nautical miles in the Legacy 450 and 3,125 in the Legacy 500. East Coast to West Coast: piece of cake, just like going global. Embraer Executive Jets has a worldwide network of 75 owned and authorized service centers connected to a 24/7 customer contact center,

The midsize Embraer Legacy 500 and large cabin Legacy 650 are comfortable, ultra-reliable jets that exemplify extraordinary design and performance.





IMPOSSIBLE IS JUST A DARE.

At Embraer, we find inspiration in the greatest of challenges. The creation of entirely new aircraft, and categories. And the inclusion of technology previously unavailable in aircraft this size. The better way. The efficient way. The unconventional way. You see, we've never been ones to settle for the status quo. And we're looking for those who share a similar mindset and are willing to act upon it. Because we believe for those who do—doing the impossible is just the beginning.

Rethink Convention.

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Executive Jets

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and these new Legacy aircraft can communicate directly to Embraer's network for prompt around-the-globe support.

ADDRESS THE VALUE PROPOSITION

Business aviation is now surging after a long period of struggle in the wake of the recession. Flights are up, and jet manufacturers have a bounty of options to suit any mission—whether flying a large team around the globe or a few key personnel just a few states over. Still, corporate jets remain freighted with significance—both positive and negative—in many circles. That means it's up to corporate leadership to not be squeamish or apologetic about use of business aircraft, Hobbi says. "One of the key mistakes companies do is fail to address this in a very positive and proactive manner, by addressing the value proposition to the shareholders," he says. "You look people in the eye and say, 'This is a business tool, and it does so much for my company. It enables us to accomplish things in a more expedient way.' Puff up your chest and be clear about it. If you don't, you're doomed."

Once you do commit, Hobbi continues, you must be practical about how you integrate the aircraft into your business practices. You do this by

consulting with other companies who've had success with internal flight departments and bringing aviation professionals to the table early in the process. Hobbi notes that the smartest companies in this respect will actually use corporate aviation as part of their logistical planning—tapping their aviation experts to advise them on broader transportation and logistics issues, as well as nuanced details about the politics and bureaucracies of flight into and out of particular regions. "The days of pilots being limo drivers are long gone," he says. "Aviation experts should now be used in planning your every move—not just execution."

You also have to be strategic about what resources you tap, and when: Consider combining ownership strategies, chartering for individual flights or choosing jet-card options for more long-term, on-demand access to whole fleets of aircraft, and folding in commercial flights where appropriate. Delta Private Jets, for instance, now offers turnkey access to an entire gamut of flight options. The company has its relationship with Delta, certainly, but is also one of the biggest charter/jet-card companies in its own right. Its fleet includes light, midsize, super-midsize and large jets—most all equipped with Wi-Fi—and the company offers simple, all-inclusive pricing. Notably, this also includes discounted access to Delta's commercial fleet, booked through the same service. "We provide seamless connectivity between commercial travel and private aviation," notes David Sneed, executive vice president and COO. "You are a top-tier customer whenever you travel with us and also receive premium benefits on Delta Air Lines, but you have access to thousands of other airports than just flying commercial alone."

In fact, Delta Private Jets—which also offers management services for any aircraft you own yourself—currently offers a lower initial commitment, including \$25,000 or \$50,000 jet cards in order to give potential customers the private jet experience without the larger deposit typically required.

That's intelligence—at cruising altitude. ●

The fast, graceful Gulfstream G650 is the result of collaboration between engineers and a discerning customer advisory board.

