

PRIVATE AVIATION

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STAjets Launches the STA Reward Program

STAjets, a leader in executive charter, aircraft management, and aircraft sales is taking flight with another industry leading benefit for their customers. The launch of the STA REWARD PROGRAM is yet another of the many features and privileges offered to clients who fly with STAjets.

The program, set to launch this spring, will offer to every loyal retail customer 5% CASH BACK for every dollar they spend when booking flights with STAjets. Customers will be given a special invitation to join the rewards program and will be sent an STAjets VISA Cash Card, preloaded with \$250 cash personalized to them. The card will be reloaded automatically with additional funds for every trip flown with STAjets. STAjets Cash Cards can be used just like any other regular cash card at shops, restaurants, travel, or wherever the customer wants.

"It's our way of thanking our loyal customers, while showing them that we value their business" said Kurt Belcher CEO of STAjets. The more you fly the more cash you will get back to spend as you please. The reward program is easy to sign up for, if you are already an STAjets customer and it includes these features:

Rewards Card

- ▶ Earn 5% cash rewards on every flight
- ▶ Fly at an industry discount
- ▶ One of the easiest and most attractive membership program in the industry
- ▶ No complicated contracts
- ▶ No deposits, limiting jet-card programs or hidden fees



- ▶ No credit checks or blackout dates
- ▶ FREE One Ways when available

As the largest private jet company out of Orange County's John Wayne Airport, STAjets has grown to become the top jet company for service and selection, providing services to diverse customer needs. From light aircraft to heavy jets, STAjets is number one in offering a wide selection of options for every type of travel. STAjets distinctive and evolving fleet offers tailored private air travel solutions perfect for business trips, personal or family vacations, or a fun weekend getaway.

"STAjets is about bespoke, high quality private transportation service. Our company believes that our customers come first, that's why I want to offer them a reward for their loyalty," said STAjets CEO Kurt Belcher. "Look for your special invitation from STAjets to sign up for the rewards program."

If you want to book a trip or learn more, give the helpful team at STAjets a call at 1.844.FLY.STA1.



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Bombardier Business Aircraft's Leading Edge



With more successful companies relying on private aviation, Bombardier's team of dedicated sales professionals is your trusted partner to help your business grow and remain competitive

Business aviation makes perfect sense in a world where time is a precious commodity. To remain competitive and highly productive, successful companies and individuals rely on the convenience and flexibility afforded by private air travel. With over 50 years of achievement in business aviation, Bombardier's family of world-class aircraft, including *Learjet*, *Challenger*, and *Global* business jets, offer exceptional style, performance, and reliability.

Behind Bombardier's class-leading aircraft is an experienced team of knowledgeable people with a passion for what they do.

"Aviation is my life," said Jenny Rogers, Bombardier Business Aircraft Sales Director for Southern California, Alaska, Hawaii, and Las Vegas. "Growing up in rural Alaska, the only access in and out was by a private plane, which instilled in me a love and respect for flying. I earned my Bachelor's Degree in Aeronautical Sciences, and as a professional pilot, I have logged more than 3,500 flight hours – my experience as a pilot provides me with a comprehensive knowledge of the aviation industry and assures that customers are working with a well-rounded sales professional."

Building Relationships

The decision to purchase a business jet involves a significant amount of time and consideration – and should include the help of a dedicated



Meet Jenny Rogers



professional. Bombardier Business Aircraft's sales team is fully engaged and prepared to guide prospective buyers along every step of that exciting journey.

"The salesperson and team with whom you will work with are important considerations when choosing to do business with an aircraft manufacturer. It is a tremendous source of pride when a customer places their confidence in us," said Rogers. "At Bombardier, our support begins long before the purchase of a business jet and continues as long as our customers own their aircraft. Working in a collaborative manner is key to building lasting relationships, and one of Bombardier's many strengths lies in its unwavering dedication to its customers."

Building on Bombardier's reputation for excellence, the entire sales team has the willingness and flexibility to work with customers to meet and exceed their expectations.

"Bombardier believes in making aircraft ownership a seamless and gratifying experience," said Rogers. "I am empowered to apply my creativity to come up with solutions and possibilities to find the aircraft that is right for you and to deliver the best possible value."

More Than an Aircraft

Bombardier understands that its customers are buying more than just a business jet – there's more to private aviation than cruising altitudes and luxury interiors. A business jet provides the privilege of time and the potential for accomplishment – it's the ability to make it back home to a family dinner following a business meeting across the country, or the support needed to successfully grow a business.

"When someone buys a *Challenger* or *Global* aircraft, they're getting much more than a world-class business jet," said Rogers. "All our

customers become part of the extended Bombardier family – we stand behind them through the lifetime of their aircraft. Our owners can rest assured that they always come first."

An Industry Leader

With more than 2,400 Bombardier business jets operating in the United States alone and a 27% market share worldwide, Bombardier continues to lead the business aviation industry with the widest portfolio of aircraft among manufacturers. Its strong brands and class-leading products set new standards for the ultimate in-flight experience.

Starting the Conversation

The first step in entering the world of private aviation is to learn more about it. Our sales team is always available to provide the information needed to begin the decision process on the purchase of a business jet.

"I don't make deals, I build relationships," said Jenny Rogers. "I'm always available to discuss the industry, your business aviation needs, and the many options Bombardier offers. I look forward to the opportunity to show you how private aviation opens the door to travel the world on your terms."

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To learn more about Bombardier's business aircraft and services, we invite you to contact Jenny Rogers at 949.274.0966, or at jenny.rogers@aero.bombardier.com

Why Do Companies Utilize Business Aviation?

Business aviation is an essential tool for tens of thousands of companies of all types and sizes in the U.S. that are trying to compete in a marketplace that demands speed, flexibility, efficiency and productivity. The vast majority of these companies – 85% – are small and mid-size businesses, many of which are based in the dozens of markets across the country where the airlines have reduced or even eliminated service.

Companies often use business aircraft to supplement airline travel, evaluating the most appropriate option on a mission-by-mission basis. A company's decision to utilize business aviation for any mission depends on a variety of factors, including availability of commercial service in the departing or arrival destinations, the number of sites to be visited in a single day, the number of employees traveling, the need to discuss proprietary matters en route, the need to move specialized equipment and a host of other considerations. The following list details some of the primary reasons companies utilize business aviation as a solution to some of their transportation challenges.



► **Accessing communities with little or no airline service.** Business aviation serves ten times the number of communities served by commercial airlines – 5,000 vs. 500.

► **Reaching multiple destinations quickly and efficiently.** Visiting multiple destinations in a single day can be difficult or even impossible to complete with other modes of transportation.

► **Supporting the travel needs of many types of company employees.** An NBAA survey revealed that 72% of passengers aboard business airplanes are non-executive employees. Companies often send teams of employees to a given destination because it is the most cost-effective means of transport.

► **Moving equipment.** When companies need to immediately move sensitive, critical, or cumbersome equipment, business aviation is often the best solution.

► **Ensuring flexibility.** Business people don't always know in advance where or when opportunities will present themselves. In today's business environment,

companies need to be nimble enough to move quickly. Business aviation provides flexibility for companies that need to ensure employees can respond to changing demands and circumstances.

► **Increasing employee productivity and providing security.** Business aviation allows employees to discuss proprietary information in a secure environment and without fear of eavesdropping, industrial espionage or physical threat. A 2015 Harris Poll survey of companies using business aviation indicated that employees use their time on board to be highly effective and productive, spending nearly two-thirds of their time aloft engaged in work. In fact, 67% of these passengers say they are as productive, or even more productive, on business aircraft flights than when they are in the office and nearly 87% say they are less productive on commercial flights, compared to when working in their offices.

► **Keeping in contact.** Many aircraft have technologies that allow employees to remain in communication throughout the duration of their flight. This can be critical for companies managing a rapidly changing situation.

► **Providing a return to shareholders.** Studies have found that businesses which use business aviation return more to shareholders than companies in the same industry that do not utilize business aviation.

► **Schedule Predictability.** Over 3% of all commercial airline flights are cancelled and nearly one-quarter are delayed. Today, because of record load factors on commercial airlines, if your flight is cancelled or a delay causes you to miss a connection, the odds of you getting on the next flight are significantly reduced. When the future of a company and its employees is dependent upon you arriving on time, business aviation is an important tool.

West Coast Aviation Services can help you evaluate the opportunities available to you and your business to make the best use of this essential business tool. Our team of aviation professionals will work with you personally to tailor a program specifically for you. We will help you understand your mission profile and determine the best option for your travel needs. Contact us to learn more about efficient, cost-effective options for you and your business.

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