



# IADA ADDS THE JET BUSINESS TO ITS MEMBERSHIP

News / Business aviation



**London-based The Jet Business has joined the International Aircraft Dealers Association. Founded by CEO Steve Varsano, the company's corporate aircraft showroom is the first of its kind, located in the heart of London on Park Lane, across from Hyde Park. The Jet Business joins the elite global ranks of other IADA-accredited dealers, which are active in all areas of the world, many in multiple regions. Nearly every dealer does business in North America, 56 percent of dealers operate in Europe, 44 percent are active in Latin America, 42 percent do business in Asia and the Pacific region and 39 percent work in the Middle East and Africa.**

The Jet Business CEO Steve Varsano commented: "We represent our clients throughout the aircraft transaction process, offering the most up-to-date product information, global market data, extensive industry relationships and unrivaled world-class expertise. The Jet Business is elated to now be a part of IADA's collective of the most effective private jet sales experts in the world," he added.

IADA Executive Director Wayne Starling said: "Steve Varsano's The Jet Business represents an

international approach that expands the influence of IADA's network of business jet dealers and transaction experts. Our accredited dealers and their certified aircraft brokers are simply the best in the world and positioned to be of the utmost benefit to their clients through transparency and focus on ethical transactions."

The Jet Business' showroom displays a full-size mockup of an Airbus ACJ319 interior that is visible from the street. It is exceptionally furnished with bespoke leather seats and windows showing a moving cloudscape replicating the sensation of flight.

The showroom houses a 40-foot video wall, which easily can display and compare full-size cross sections of every business jet in the world. This includes all Boeing and Airbuses and the full-size floor plans of the passenger cabins for every corporate jet the OEMs have made, are making or have in certification. Included are Legacy 650, Gulfstream G700, Bombardier Global 7500, Dassault Falcon 10X and all small, mid and large cabin models by all the other OEMs.

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