

# ROYAL JET SETS NEW BENCHMARK WITH LATEST BOEING BUSINESS JET DELIVERY

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Royal Jet, the Abu Dhabi-headquartered, award-winning international luxury flight service provider, has taken delivery of a striking new 34 seat Boeing Business Jet (BBJ) in the latest phase of its fleet renewal programme. This exciting news comes on the heels of the company's recent announcement of additions to its leadership team, tasked with guiding the company into a new era.

This unique new BBJ aircraft boasts a front-end bedroom, eight VIP, eight business class and 18 standard seats, and was received by the company's chairman, His Highness Sheikh Hamdan Bin Mubarak Al Nahyan, its new managing director, His Highness Sheikh Mohammed Bin Hamad Bin Tahnoon Al Nahyan, and its new president and CEO, Rob DiCastrì.

**The interior of this one of a kind addition to the fleet was designed by New York based designer Edése Doret, known for his elegant and innovative layouts and for the use of distinctive materials such as the carbon fibre seen throughout this aircraft. His design was then brought to life by industry leading outfitter Lufthansa Technik of Hamburg, Germany, who delivered this exceptional aircraft on time and on budget.**

In terms of amenities, the aircraft is equipped with the latest telecommunication and entertainment technology to meet the needs of the exclusive customer base of Royal Jet. This is the first BBJ worldwide with a KA Band Wi-Fi internet system installed, providing large bandwidth which enables services such as Netflix and IP based Live TV and download and upload speeds not seen before in the industry.

This aircraft also features enhanced vision system (EVS) technology in the cockpit and Royal Jet is the first charter operator in the UAE to receive regulatory approval from the UAE General Civil Aviation Authority (GCAA) to use this capability. The EVS system enhances operational safety by using a stand-alone thermal imaging camera that sees infrared energy emitting or radiating from objects and helps pilots navigate better in poor weather conditions.

Royal Jet will take delivery of a second new BBJ, the sister ship to this current delivery, later this month as part of the fleet renewal programme launched two years ago. In association with Boeing and other partners involved in this process, the company will be showing off one of these unique aircraft, and possibly both, at the Middle East Business Aviation Association (MEBAA) Conference to be held at the beginning of December at Dubai's Al Maktoum International Airport.

These two deliveries will bring the overall Royal Jet fleet to 13 aircraft and the BBJ count to eight, further extending the company's position as the largest operator of Boeing Business Jets in the world.

President and CEO, Rob DiCastrì, explained, "Under the continuing guidance of His Highness Sheikh Hamdan, the Royal Jet leadership team are actively looking at the overall size and mix of our fleet and are constantly consulting with our wide range of customers to ensure we have a product and a service which satisfies their diverse needs. The addition of these two amazing new aircraft to our offering is a result of that consultation, as they have both the long range capability and the passenger and baggage capacity to fulfil various mission requirements, with interiors like no others available in the region."

David Longridge, president of Boeing Business Jets, added, "We at BBJ are thrilled to see this first-of-two new BBJs arrive in Abu Dhabi for service. At Royal Jet, just as they do with their customer base, Boeing Business Jets feels we have a strong and loyal customer, but we know Royal Jet itself has a choice as to which airplanes it buys. We're honored they've chosen the BBJ, and we're very impressed with their leadership in technology (with the EVS certification, amongst other things) and the innovation seen in the interior. We're excited to see this airplane, and its 'sibling' enter reliable, award-winning service with Royal Jet as soon as possible, and we look forward to showcasing it at MEBAA in Dubai in just over two weeks."

Rob DiCastrì continued, "We are fortunate at Royal Jet to have a very loyal customer base, but we realize we're not their only choice and so we're committed to consistently exceeding their already high expectations of us in terms of safety, quality and service. The many partners we've been fortunate enough to work with on these aircraft have helped us create something special which will help us do that, and at the same time bring a new and exciting product to the market that we can deliver to various customers utilizing our royal pedigree. Our customers have been anxiously

awaiting the arrival of this aircraft, and we have taken numerous bookings already, with the schedule filling up quickly. Utilization is the key to a successful business in this industry, so we are excited to get this aircraft flying and contributing to our bottom line.

“In terms of our overall business,” he continued, “His Highness the chairman, His Highness the MD and the entire leadership team at Royal Jet are looking to consolidate our position as the leading VVIP operator in the region, leverage our extensive current capabilities and unlock the untapped potential of the company. This includes further revenue diversification, along with expansion of our VVIP charter, medical evacuation, aircraft brokerage and FBO services. We are committed to growth, but in a smart, efficient way, which will allow us to maintain an unwavering focus on safety and service for the benefit of our customers while continuing our strong record of profitability for the benefit of our shareholders.

“In short,” he concluded, “Change is in the Air at Royal Jet.”

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