

# SENTIENT JET CELEBRATES 25 YEARS OF INNOVATION AND LOYALTY

News / Business aviation



Sentient Jet concludes its 25th anniversary year with the launch of its limited edition 25th Anniversary Jet Card and its enhanced [2024-2025 Referral and Rewards Program](#). Both initiatives are designed to celebrate loyal Card Owners who have contributed to the growth of the Sentient Jet community of discerning travelers over the past 25 years. From November 1 through December 31, Sentient Jet is marking its milestone by offering a limited edition [25th Anniversary Jet Card](#), an offer crafted with exceptional and exclusive benefits. The 25-hour Jet Card provides favorable economics with reduced minimums and rates, along with a refined 30-day variable fuel schedule.

Andrew Collins, Chief Executive Officer of FlexJet, Sentient Jet’s parent company commented: “When we introduced the Jet Card in 1999, we redefined private aviation—shifting from ownership or chartering to a simpler, more flexible model. For 25 years, we’ve empowered our Card Owners to travel on their own terms, delivering reliability, privacy, and quality service. This milestone celebrates not just how far we’ve come, but our dedication to creating meaningful travel experiences that aligns with the evolving needs of our Card Owners.”

Peter Ockerbloom, Chief Revenue Officer Sentient Jet said: “As we celebrate 25 years of innovation, we’re proud to honor the loyalty of our Card Owners, whose trust and commitment have been the keys to our success and continued partnership. Building long-term relationships is at the core of the work we do. Whether it’s offering a text-to-book platform for our Card Owner to meet demand, or introducing new partnerships in our benefits guide, we aim to enhance the

experience for our Card Owners and remain the most personalized and thoughtful way to fly.”

Furthermore, as a way to give back to its Card Owners and continue to be the most thoughtful way to fly, Sentient Jet is offering tiered levels of prize packages in its 2024-2025 Referral and Rewards Program, including a Grand Prize which includes 25 nights at [Exclusive Resorts](#), a longtime partner of Sentient Jet’s Exclusive Benefits Guide. Valued at approximately \$150,000, the prize provides access to The Club’s private portfolio of more than 400 luxury residences and experiences in over 75 destinations worldwide. The winner will have the opportunity to design their travels, choosing from the tranquil shores of St. Barts and the lush landscapes of Costa Rica to the timeless romance of Paris and the snow-dusted peaks of Vail. For those drawn to the water, the Amalfi Coast and Lake Como beckon, while adventurous souls can embark on exclusive journeys to bucket-list destinations like South Africa, Peru, Turkey, or Australia. Other prizes include complimentary flight hours, cases of rare and prestigious wines through Porthos, Sentient Jet’s premier concierge wine partner and more.

In celebration of its 25th anniversary, Sentient Jet launched its highly anticipated 2024 Exclusive Benefits Guide earlier this year, providing Card Owners with increased opportunities to maximize their membership through thoughtfully sourced partnerships across food and beverage, travel, wellness, and more, with a value of approximately \$225,000. Select benefits range from exclusive offers from Flexjet Helicopters, Exclusive Resorts, Auberge Resorts, Human Longevity Wellness & Medical Testing, and PS aka Private Suite, to name a few. Sentient Jet also holds longstanding partnerships with celebrity brand ambassadors including Chef Bobby Flay, former NFL player Rob “Gronk” Gronkowski, and a partnership with the Kentucky Derby.

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