



SIMPLIFYING PRIVATE AVIATION - NEW VISTAJET VJ25 AND A STREAMLINED XO MEMBERSHIP

News / Business aviation



Vista announced new product lineup, streamlining its global subscription offerings across its market leading VistaJet and XO brands. As Vista registered a 43% year-on-year growth of its Member base during H1 2022, responding to the evolving client needs remains a focused priority across the Group. Over the last six months, Vista has seen a pivot in the demographic of clients, with younger Members joining and a faster turnaround in contract sign-ups as clients look for an effective, global Membership solution to fly immediately. Evolving its portfolio of Membership options ensures every private aviation client can find a simple, flexible and secure solution for their flying needs.

The new Memberships are:

- VistaJet VJ25 — VistaJet’s new agile membership for high-quality, low-frequency travel.
- The XO Membership — XO’s new streamlined and innovative all-access deposit membership.

Thomas Flohr, Vista’s Founder and Chairman, commented: “The evolution and simplification of our offering reaffirms Vista’s commitment to offering a full suite of flexible solutions for all Members across VistaJet and XO. We have listened to our clients to understand their rapidly changing needs and we have optimized our Membership structure accordingly. The VJ25 membership is ideal for anyone looking for the iconic VistaJet service with minimum commitment, while the streamlined XO Membership delivers the most advanced digital service with instantly bookable flights. We believe that these new flexible products will allow even more Members to enjoy our services on the renowned Vista Members’ fleet of over 350 aircraft — to provide the most innovative and advanced flying solutions at the very best value to every client around the world.”

As Vista continues to invest heavily to provide all its Members with the most comprehensive portfolio of private aviation solutions and a fleet of cutting-edge aircraft, the Group will be sunsetting the Jet Edge Reserve membership. Current Reserve Members will enjoy the same familiar service as they keep enjoying flights with funds on their account.



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