



# JSX STARTS ATR PUBLIC CHARTER OPERATIONS

News / Airlines, Manufacturer



Photo by: Tiffany Rose | @TRosePhotos

**ATR and JSX celebrated a milestone in their partnership with a special ceremony at Santa Monica Airport, showcasing JSX’s first ATR 42-600 aircraft. JSX, winner of the “5-Star Regional Airline” award from the Airline Passenger Experience Association for five years in a row, began operating its first ATR 42-600 in December on the Santa Monica–Las Vegas route, marking an early milestone in its fleet expansion. JSX will operate four ATR 42-600s in early 2026, each featuring a premium 30-seat configuration. Designed to deliver the convenience of semi-private travel with the efficiency of regional aviation, these aircraft will offer spacious interiors, business-class legroom, high-speed internet connectivity (pending certification), power outlets, and complimentary onboard amenities, redefining the customer experience in the U.S. regional market.**

Alex Wilcox, JSX Chief Executive Officer commented: “JSX is proud to partner with ATR to relaunch this highly capable aircraft in the United States passenger market. The ATR 42-600 is a game-changer for JSX, enabling us to expand our award-winning hop on service to thousands more airports across the U.S. while maintaining the premium experience our Customers expect.”

Nathalie Tarnaud-Laude, ATR Chief Executive Officer, stated: “Introducing ATR aircraft into JSX’s

unique operating model is a powerful statement that our aircraft offering can elevate regional travels. And the ATR is not only relevant for today’s passenger expectations; it is future-ready. Together with JSX, we are defining the next generation of regional passenger experience. Convenience is at the heart of this model, perfectly aligned with JSX’s promise of a Joyful, Simple Experience: effortless boarding and arrivals closer to home, thanks to an aircraft that can access more airports.”



The ATR 72-600 stands out as a modern regional aircraft, combining advanced technology with exceptional performance. Equipped with state-of-the-art engines from RTX’s Pratt & Whitney Canada, it delivers outstanding fuel efficiency, reducing operating costs significantly. With its modern glass cockpit, ATR aircraft can also operate the latest navigation procedures improving airport accessibility, lowering pilots workload, further reducing fuel burn.

Beyond this partnership, ATR sees strong potential in the U.S. market, where the retirement of ageing 50-seat regional jets is creating a connectivity gap that turboprops are uniquely positioned to fill, offering airlines an efficient, responsible solution for communities across the U.S.



To enable JSX' long-term strategy of reaching underserved, challenging airports across the Mountain West, ATR recently secured FAA approval for a critical modification that allows operations at high-altitude airports. Achieved in record time and in collaboration with JSX, this certification reflects ATR's agility and commitment to customer success. It ensures JSX can expand its network to challenging airports, reinforcing the strategic importance of this partnership.



JSX and ATR partnership began on a high note at the 2025 Paris Air Show, where the two companies signed a Letter of Intent for up to 25 ATR aircraft in ATR HighLine configuration. This

collaboration is now paving the way for the growth of ATR's footprint in the U.S., with the air carrier planning to expand its ATR fleet, and the manufacturer continuing to support JSX's vision for smarter, more responsible connectivity. Both companies share a commitment to innovation and sustainability, ensuring that regional aviation in the United States evolves to meet the needs of travellers and communities alike.



13 JANUARY 2026

**ARTICLE LINK:**

<https://50skyshades.com/news/airlines/jsx-starts-atr-public-charter-operations>