



PEAKJET: A NEW SEMI-PRIVATE JET TRAVEL EXPERIENCE FOR SWISS AND EUROPEAN MARKETS

News / Business aviation



Swiss technology company Peak Plus AG is officially launching PeakJet : a digital marketplace that allows travelers to find, book, and pay for semi-private jet flights between Zurich and major

European destinations. The platform is now available online at www.peakjet.com, and the first commercial flights will take off from Zurich on August 1, 2026. PeakJet is built on Peak Plus AG's proprietary Mobility-as-a-Service platform, which combines cutting-edge e-commerce technologies with the operational expertise of independent, AOC-certified operators.

Travelers can book individual seats on flights departing from Zurich to destinations such as Nice, Palma de Mallorca, and Málaga, with new routes—including Paris, Munich, and Milan—to be added later this year. PeakJet experience is designed to eliminate the constraints associated with traditional commercial air travel. Passengers travel from General Aviation Center terminal at Zurich Airport to the GAC at their destination, with direct door-to-door service from the tarmac to their seat. The current fleet consists of 12-seat aircraft operated by direct partner operators certified with an AOC who have a rigorously verified track record in flight safety, regulatory compliance, and operations.

PeakJet's European services are provided by VistaJet, one of the world's leading business aviation operators. Peak Plus AG does not operate any aircraft itself but acts as an intermediary platform, similar to existing and well-established platform-based business models in related industries, by facilitating the booking process and enhancing the customer experience between air travelers and certified, licensed carriers.

A platform developed by leaders in the technology and aviation industries

Peter Baumgartner, Co-founder and Chairman of the Board of Directors, Peak Plus AG, commented: "For far too long, high-end air travel has been constrained by the rigidity of commercial aviation as well as the costs of chartering entire private flights. Peakjet deliberately positions itself between the two. We have developed a platform based on cutting-edge technology that combines the best of private business aviation and commercial air travel. The market is ready for this, and the team we have assembled has the operational expertise and commercial know-how required to meet its expectations."

Gianni Tronza, Co-founder and CEO, Peak Plus AG, stated: "Our goal with PeakJet is to make semi-private jet travel accessible to a wider audience, turning it into a viable, everyday option. Over the past two years, we've developed a digital experience that makes booking semi-private flights as easy as booking any other modern travel product. Starting from Zurich, our launch base, we will gradually expand into other markets across Europe, continuously improving every kilometer of the journey through smart technology combined with the precision and excellence of attentive service."?

Peak Plus AG: company profile and launch roadmap

Backed by investors; ?With extensive experience? in luxury mobility. Peak Plus AG closed its first funding round in 2025, led by Swiss entrepreneur Beat Imwinkelried. Beat has built a leading international company in the luxury mobility sector and brings his in-depth knowledge of PeakJet's target clientele, their expectations, and their lifestyle. His thorough understanding of the market and his expertise with clients are particularly valuable during the company's startup phase. ?

Following its launch on August 1, 2026,? PeakJet will offer flights from:

- Zurich to Nice, Palma de Mallorca, and Málaga, with service to Paris, Munich, and Milan to be added later in the year;
- ?An expansion of the network to other European markets;

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