



VERTIS AVIATION TO MARKET PRIVAJET'S FIRST BOMBARDIER GLOBAL 6000.

News / Business aviation



Vertis Aviation, the Switzerland-based, boutique long-range charter specialist, is working with executive aviation management company Privajet to market a privately owned, Sub-Saharan-based, Bombardier Global 6000 for international charter. The aircraft is the first Bombardier type to be registered on the Privajet Maltese AOC and heralds a new era for Privajet, as it executes a strategy to increase the number of large cabin, and executive airliner aircraft, registered on its Maltese certificate. The Global 6000 aircraft is suitably registered 9H-ONE.

When the aircraft begins operations at the end of July, Vertis Aviation will collaborate with Privajet to provide marketing and promotional services to support international charter activity. Designed to suit either business or leisure needs the 14 business class seats include a forward four place club and four place conference seating arrangement, in addition to an aft three place divan with complementary two seat club formation. The seats convert into sleeping places for up to six passengers. The elegantly appointed cabin's rich chocolate and cream palette is complemented by brushed nickel metals on lights, side ledges and controls. SwiftBroadband connectivity supports always-on voice, internet and data to power communication, entertainment and information needs.

With a range of over 6000 nautical miles and speeds of up to Mach 0.89, Vertis and Privajet anticipate the Sub-Saharan base will appeal to African corporations and governments demanding intra-continental travel not well served by local airlines, international conglomerates seeking to navigate the complex African skies efficiently, and high-net-worth individuals requiring comfortable, multi-leg, inter-continental trips. Regular routes are likely to include Lagos to Houston, Cape Town to London and Luanda to Singapore.

Privajet has elected to work with Vertis to build on the existing relationship, which has seen Vertis market and promote the Privajet Boeing Business Jet since November 2014. In the last twelve months Vertis clients have chartered more than 580 hours on the jet, the highest number since the beginning of the relationship.

"We have experienced a real uptick in African business in the last 12 months which is being driven by stronger commodity prices, increased political stability and the growing demand for newer charter aircraft. With this aircraft added to our unique portfolio clients have access to a beautiful long-range, large cabin jet that we know will be managed and operated by Privajet to the highest standards. This will appeal to many of our clients, not just in Africa but around the globe," said Jeffrey Emmenis, Partner, Vertis Aviation.

"Vertis has extensive experience marketing this type of aircraft and we have worked closely together for a number of years. As we begin to operate our first Bombardier aircraft on our Maltese AOC we know that Vertis has the knowledge and expertise to ensure the aircraft is regularly chartered. Africa is a market where we know the potential is enormous and Vertis is well positioned to exploit this," said Jerome Franier, Commercial Director, Privajet.

Vertis Aviation specialises in marketing and chartering long range business aircraft operating out of Europe, the Middle East, and Africa. It currently markets two Airbus ACJ A319, a Boeing Business Jet BBJ, Gulfstream G450, a Bombardier Global 6000 and a Bombardier Challenger 350.

04 JULY 2018

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