



# VINCI AVIATION UNVEILS ITS NEW LIVERY - A DISTINCTIVE DESIGN FOR A RAPIDLY EVOLVING MARKET

News / Business aviation



**Vinci Aviation unveils the new corporate livery of its Learjet 45, registered C-FHCW. This announcement comes at a time of strong demand growth, as companies and decision-makers rethink how they travel. Designed in collaboration with Lila Design, the new livery takes a refined yet bold approach. The design plays with perspective and light, offering a different reading of the aircraft depending on the viewing angle. A visual signature that reflects Vinci Aviation’s DNA: precision, elegance, and control.**

Juliette Prud'Homme, Director of Sales, Vinci Aviation commented: “We were looking for a clean design, capable of evolving visually depending on the point of view. It’s always a pleasure to work with this firm, and the result perfectly reflects our identity.”

*An optimized presence between Montreal and Toronto*

Vinci Aviation offers its clients two Learjet 45 aircraft strategically positioned, one based in the Montreal region and the other accessible from Toronto. This configuration reduces repositioning time, increases actual aircraft availability, and ensures rapid response capability across Canada’s two primary business markets. Flight operations are conducted by Nolinor Aviation, ensuring high standards of safety, reliability, and performance.

*A shifting market environment, creating new opportunities*

Despite the significant increase in fuel costs, Vinci Aviation has seen a notable rise in demand over recent months. Disruptions at several U.S. airports have accelerated a shift in mindset, with clients becoming increasingly sensitive to issues of safety, predictability, and time control. In this context, business aviation is emerging as a strategic lever. It eliminates delays, reduces exposure to uncertainty, and gives decision-makers back control over their travel.

### *Growth aligned with evolving market expectations*

Under the leadership of Juliette Prud'Homme, Director of Sales, Vinci Aviation has doubled its business volume. This growth is built on an offering structured around three pillars: availability, personalization, and reliability. To ensure continuity of operations, Bianca Martel, Client Experience Manager, will step in during Juliette Prud'Homme's maternity leave. Clients will continue to receive the same level of service and support, without interruption.

### *A frictionless offering, designed for decision-makers*

Available around the clock, Vinci Aviation supports its clients at every stage, from planning to return. Coverage extends across Canada, the United States, and the Caribbean. The goal is clear: eliminate friction, secure every journey, and optimize the time of those who can't afford the unexpected. The teams are available 24/7 to respond quickly.

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