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global vision

THE INTERNATIONAL MAGAZINE FOR BUSINESS EXECUTIVES

FLYING HIGH

AIRLINE HOT-SHOTS MOVE INTO NEW TERRITORY

Lead role

■ RUDY GIULIANI GIVES
ADVICE ON LEADERSHIP

On track

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OFF-ROAD DRIVING



SKY'S THE LIMIT

In 2001, Marquis Jet Partners, a New York City-based corporation, presented a groundbreaking new alternative in private aviation. The program, Marquis Private Jet Card, offers businesses and individuals a private jet aircraft for 25 to 50 hours on an annual basis. Is this the ideal solution for people wanting the finest in air transportation but not interested in traditional fractional aircraft ownership? Paul Trustfull talked with CEO Bill Allard to find out more

Why would I prefer Marquis over the competition?

With the Marquis Jet Card, Marquis Jet created a program that allowed you to purchase 25 hours of flight time on NetJets with no long term commitment. The Marquis Jet Card is the only program backed by NetJets, the world-wide leader in private aviation.

The Marquis Jet Card program is unrivaled in quality of aircraft, service and operations and provides you with more aircraft choices than any other jet



Bill Allard, CEO of Marquis Jet

card or charter program available. The Card provides guaranteed availability 24 hours a day, 365 days a year to NetJets' 2,800 experienced pilots and more than 500 aircraft. Owners receive the exact type of aircraft they request, or they are given a complimentary upgrade.

Other jet card and charter programs work with a wide range of aircraft providers and therefore cannot guarantee consistent aircraft, pilot and maintenance standards because they

do not control the assets.

Who are your customers?

The Marquis Jet Card program is for the uncompromising flyer. We attract those who place a premium on the value of their time, including first class commercial air travelers who desire a better alternative to the delays, cancellations and hassles currently associated with flying commercially. We also attract the large segment of the private aviation market whose need for

security, flexibility and reliability requires an alternative to chartering but who do not wish to make the full financial commitment required for fractional ownership.

Could you tell us about the deal you have with NetJets?

Marquis Jet aligned with NetJets because there is no other fractional aircraft ownership program that can match NetJets' combination of experience, aircraft choices, focus on safety and pilot training and international capabilities. The business of making arrangements for over 250,000 flights annually to destinations around the world demands the experience that only NetJets can offer.

The NetJets program, introduced in 1986, pioneered the concept of fractional aircraft ownership. In 1998 Warren Buffett's Berkshire Hathaway purchased NetJets. Marquis Jet was established in June 2001 and created the fractional jet card category.

How safe are you?

NetJets primary focus is safety, which is a principal reason why we chose to align with NetJets. As a Marquis Jet Card owner, you will always fly in an aircraft dispatched and operated by NetJets under its FAR Part 135 Air Carrier Certificate. NetJets' commitment to pilot and crew training, owner service, scheduling and dispatch, maintenance and security is unmatched in the world.

As a Marquis Jet Card owner you designate who will be traveling on your aircraft for each flight, so you never have to worry about your knowledge of those onboard with you.

What other benefits are there?

As Marquis Jet Card owner, you not only receive all the privileges and benefits of flying with NetJets 25 hours at a time, but also receive special value-added benefits from Marquis Jet's

>>

>> alliance partners.

Can I transfer the card?

Marquis Jet Card Owners can designate family, friends, business associates or anyone else to travel on your aircraft, even without your presence on the flight.

Do you operate flights to all destinations?

Yes, you can fly virtually anywhere depending on the capabilities of the aircraft you select. And Marquis Jet provides "international interchangeability" which means that you have guaranteed access to NetJets' European program without having to acquire separate aircraft interest. You simply interchange to a similar aircraft type or other NetJets aircraft as available.

Are there any plans to expand?

The Jet Card market is undergoing rapid expansion with the Marquis Jet Card program leading the way. There is tremendous room for growth in North America and Europe as people become more and more aware of the travel and lifestyle benefits we provide. Additionally, Marquis Jet is continually offering exciting new aircraft types and program expansions to ensure we maintain our leadership position. In 2004, we added the Citation Encore, Hawker 400 XP and Gulfstream 200 to our roster of available aircraft types.

This fall, we are launching a new



EXAMPLES OF BENEFITS FOR 'OWNERS':

MAYO CLINIC As a result of the alliance between NetJets and Marquis Jet, NetJets and Mayo Clinic have extended the benefits of the Mayo Clinic Travel Response(r) program to Marquis Jet Card Owners. This unique program offers Marquis Jet Card Owners access to medical support from the Mayo Clinic while they are on NetJets aircraft or at their destination anywhere in the world, 24 hours a day. Highly trained and experienced critical care flight nurses and physicians are a phone call away, offering the security and value of the very best medical assistance for Marquis Jet Card Owners and their travel companions wherever they may be at all times. Marquis Jet Card Owners can also get assistance in scheduling annual personal exams with the Mayo Clinic by calling the dedicated "Ask Mayo Clinic" telephone number.

AVIS Through Marquis Jet's alliance with Avis, each Owner is extended the following benefits: complimentary luxury rental car for a day, an invitation to become a preferred member in the most exclusive level of service Avis has to offer, complimentary 5 days luxury car rental when you join, enjoyment of exclusive privileges such as rental car upgrades, the best corporate rates on all car rentals, complimentary delivery within 25 miles of a participating Avis location, and much more.

ERMENEGILDO ZEGNA Through our partnership with Ermenegildo Zegna, a world leader in fine men's wear, Marquis Jet Card Owners receive a \$1500 gift certificate for a custom made-to-measure suit. Additional special privileges include shopping at Zegna boutiques after hours (locations include New York, Chicago, Bal Harbour, Boston, Costa Mesa and Beverly Hills) and carte blanche to schedule a personal visit by one of Zegna's master tailors to your home or office.

program to provide exclusive access to the incomparable Boeing Business Jet (BBJ). This incomparable aircraft can seat up to 18 passengers (sleeping nine) and features a spacious living room, master bedroom suite, second bedroom/office, formal dining area, three lavatories (two marble bathrooms with showers) and a roomy galley. Up to three flight attendants and a full range of in-flight amenities and telecommunications equipment are available.

Is there a corporate card for big companies or government?

The Marquis Jet Card program is an invaluable tool to assist in the growth of your business without having to carry the asset on your balance sheet.



"THE MARQUIS JET CARD PROGRAM IS FOR THE UNCOMPROMISING FLYER"

Innovative ways to leverage the Marquis Jet Card as a business tool include: compensation, signing bonus, annual card allocation, group bonuses, incentives, turn-key programs to reward (groups of) employees in a unique way, corporate travel executives, road shows, and supplement of current corporate fleet.

Which famous VIPs have you served?

As a true sign of success, Marquis Jet has become embedded in the pop culture lexicon. High profile card owners include Hollywood stars such as Catherine Zeta-Jones, Kelly Ripa and Ben Affleck and superstar athletes such as Jim Furyk, Tracy McGrady, Shaquille O'Neal, Derek Jeter and Tim Henman. ■