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# The Star-Ledger

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## BURNING QUESTIONS

*Bill Allard, chief executive of Marquis Jet, a New York company that sells hourly usage of private jets.*

**Q. What is Marquis Jet?**

**A.** Marquis Jet brings private aircraft ownership to a wider audience by allowing clients to have access to a fleet of private jets without a long-term commitment.

It is similar to a wireless phone card, with clients buying time on a plane in 25-hour increments. You can call for your aircraft 24 hours a day, 365 days a year on as little as 10 hours notice.

**Q. How much does it cost?**

**A.** For 25 hours of flight time, wheels up to wheels down, the cost ranges from \$109,900 to \$299,900 depending on the aircraft type selected.

**Q. How do you differ from competitors?**

**A.** Marquis Jet's fleet is provided by NetJets, a Berkshire Hathaway company. Owners can receive the exact type of aircraft they desire, or they are given a complimentary upgrade.

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

**Q. Who uses your service?**

**A.** Actors Ben Affleck, Matt Damon and sports figures such as Jason Giambi. Small and mid-size businesses use it without the cost and commitments associated with whole aircraft and fractional jet ownership.

**Q. What is your outlook for private air travel?**

**A.** With all the delays, inefficiencies and hassles associated with commercial flight, including baggage check, endless security lines and countless delays and layovers, business travelers are discovering that private jet travel has really become almost a necessity rather than just a luxury.