

Staff

Editorial

1200 G Street N.W. • Suite 900, Washington, D.C. 20005
 www.aviationweek.com/awin
 Tel 202-383-2374 • Fax 202-383-2438
 E-mail AWNord@cdsfulfillment.com

Circulation

Aviation Daily, P.O. Box 5725, Harlan, IA 51593
 Tel 866-857-0148 • Fax 1-712-755-7423
 Intl. 1-515-237-3682 Intl. Fax 1-712-755-7423
 E-mail AWNord@cdsfulfillment.com

U.S. Editorial Staff

Jim Mathews Editor-in-Chief
Alfhild Winder Managing Editor
Jennifer L. Michels Deputy Managing Editor
Benet Wilson Deputy Managing Editor/Airports
Adrian Schofield FAA Editor
Andrew Compant Senior Editor
Annette R. Santiago Assistant Editor
Madhu Unnikrishnan Correspondent
Ingrid Lee Production Manager

International Correspondents

Europe: Jens Flottau, Europe Bureau Chief,
 tel 49-89-6530-8313, mobile 49-177-413-9837,
 fax 49-89-6530-8314 Jens.Flottau@t-online.de
Martial Tardy, martial_tardy@hotmail.com
Latin America: Luis Zalamea, tel/fax 305-854-1302,
 zalamea@bellsouth.net

Charts & Data

Oliver Wyman, Aaron Taylor, tel 631-745-6875,
 aaron.taylor@oliverwyman.com

Business Office

Cliff Johnson, Director, Electronic Sales,
 tel 202-383-2338, cliff_johnson@aviationweek.com
Mike Triunfo Director, Advertising Sales, tel 212-904-4697,
 fax: 212-904-3993, mike_triunfo@aviationweek.com
Elizabeth Meyer Classified advertising, tel 212-904-3675,
 fax 212-904-3334, elizabeth_meyer@aviationweek.com

Subscription Pricing

\$1,985 Print Domestic; \$2,185 Print Intl.; \$1,785 per single
 electronic subscription. Discounted rates begin with the
 second user at the same postal or electronic address. Special
 rates and services available for enterprise licenses. To order,
 call 866.857.0148; outside the U.S. 515-237-3682; online at:
<http://www.aviationweek.com/awin>

Web Access To Aviation Daily

Subscribers to the electronic version of Aviation Daily
 can access the current issue and archive at:
<http://www.aviationweek.com/aviationdaily>
 AWIN subscribers go to <http://www.aviationweek.com/awin>

Available Electronically

For electronic delivery, please call
 1-866-857-0148 in the U.S.,
 or 515-237-3682 internationally
 E-mail AWNord@cdsfulfillment.com



Reprints

For reprints of Aviation Daily,
 contact Marshall Boomer at 1-800-360-5549 ext. 123
 mboomer@reprintbuyer.com

The McGraw-Hill Companies

Published daily except Saturdays, Sundays and holidays by
 AVIATION WEEK, a unit of the Business Information Group, The
 McGraw-Hill Companies, Inc., 2 Penn Plaza, New York, N.Y. 10121.
 (ISSN No. 0193-4597). Tom Henricks, President, AVIATION WEEK,
 tom_henricks@aviationweek.com; Anthony L. Velocci, Jr., AW
 Editorial Director, velocci@aviationweek.com; Mark A. Flinn, VP-
 Sales, mark_flinn@aviationweek.com. Officers of The McGraw-
 Hill Companies, Inc.: Harold W. McGraw, III, Chairman, President
 and Chief Executive Officer; Kenneth M. Vittor, Executive Vice
 President and General Counsel; Robert J. Bahash, Executive Vice
 President and Chief Financial Officer; John Weisensteil, Senior
 Vice President, Treasury Operations. COPYRIGHT © 2008 by
 The McGraw-Hill Companies, Inc. All rights reserved. None of
 the content of this publication may be reproduced, stored in a
 retrieval system, or transmitted in any form or by any means
 (electronic, mechanical, photocopying, recording or otherwise)
 without the prior written permission of the publisher. Available
 in print, World Wide Web and E-mail editions.

Vol. 372 Issue 18

Wilcox Brings JetBlue Touch To Charter Business

Alex Wilcox, a founding member of JetBlue and the first president of India's Kingfisher Airlines, this week unveiled his latest project: JetSuite, a very light jet (VLJ) operator that will pay aircraft owners a monthly income in return for rights to charter their aircraft.

Along with several key figures from JetBlue's formative years and colleagues from his time at Virgin Atlantic and Kingfisher, Wilcox has taken an air taxi concept once known as Magnum Jet and revised its business plan to create this new venture. This company plans to start its first revenue charter service with an Embraer Phenom 100 in June 2009, and expects to be operating a fleet of 100 Phenom 100s and 300s within four years of its launch. Embraer, which expects to certify its Phenom 100 in mid-2008, will begin delivering JetSuite's aircraft in April 2009.

New User Generation

"We are creating a branded charter," Wilcox tells The DAILY. "The aircraft efficiencies allow us to take this technology and really change the industry." Wilcox notes that JetSuite's new, single-type fleet will cut current charter operating costs in half, allowing savings to be passed to a new generation of users. "We will have to grow the market. A lot of people out there don't even have an idea what an FBO [fixed-based operator] is."

JetSuite plans to have 12 VLJs by the end of 2009. Deliveries will increase to two Phenoms per month from January 2010, and if the options are firmed — as is likely — this will continue until the full 100 aircraft order is fulfilled. Under Embraer's current production plans, this delivery schedule gives JetSuite exclusive rights to every Phenom being built from the beginning of 2010

to the end of 2012.

Formal certification for Part 135 operations is scheduled to begin this August, and the first revenue charter flight is planned in June 2009, says Wilcox. The fleet will initially be based at Hawthorne Municipal Airport, just outside of Los Angeles, and Henderson Executive Airport in Las Vegas, but Wilcox expects to quickly open a base in Northern California's Bay Area and has plans for services from Mesa, Ariz., and Salt Lake City, Utah, within two years.

Adam Air Order

Although JetSuite has a clear strategy for the Phenoms first ordered by Magnum Jet in 2006, there is still some uncertainty over the future of Magnum's order for up to 100 Adam Aircraft A700 VLJs. This order has been on hold since the U.S. manufacturer liquidated earlier this month, and little has happened during the subsequent purchase of Adam by AAI Acquisition. "We have yet to hear from them [the new owners]," says Wilcox. An AAI executive would not comment on the company's order backlog.

Joining Wilcox at JetSuite is Usto Schulz, a former VP-safety at JetBlue and a 17-year veteran of the FAA, who will be JetSuite's VP-certification and safety, while Robert Murphy, who has worked in financial and strategic planning roles for several companies including JetBlue and Kingfisher, will handle corporate affairs. Amy Curtis-McIntyre, a former VP-marketing at JetBlue has been retained to consult on the new charter firm's brand and product, and Ken Burnham, who was a DC-10 fleet captain for United, is JetSuite's VP-flight operations. JetSuite also named Gen. Wesley Clark chairman. **-darren_shannon@aviationweek.com**