

For time constrained travelers, the status of private jet travel is a close second to recouping hours lost in security lines and missed connections. First class passengers, listen up.

The blue skies are green with envy. Moving about in your private plane is not just a luxury—
IT'S A LIFESTYLE.

THE NETJETS SET

THE MARQUIS JET CARD OFFERS ACCESS TO THE NETJETS EXPERIENCE

TEXT BY SHERRI OOSTERHOUSE PHOTOGRAPHY BY GERIN CHOINIÈRE



Charlotte Bobcats Owner Bob Johnson

CHARLOTTE BOBCATS OWNER BOB JOHNSON COULDN'T agree more. He's been flying privately on a Falcon 2000 for more than a decade to ensure that his frequent flying is efficient. Johnson owns a share of his jet through NetJets Inc., a fractional jet ownership program, rather than owning and operating his own personal plane. It allows him to navigate his often multi-city itinerary in a day—with a single phone call, less travel time, and the ultimate in luxury and leg room. Johnson estimates that he spends about one thousand hours a year in the air. Now, that's hang time.

LET'S JET

Johnson's home base is Washington, D.C. His commute from Dulles to Charlotte Douglas is similar to bad rush hour traffic from Uptown to Ballantyne. "You get time back," says Johnson. "It gives you the ease of doing business you wouldn't have flying commercial and allows your mind to concentrate on other things."

Prior to his pension for private jet travel, in the early days of launching Black Entertainment Television, Johnson sacrificed control for cost-efficiency.



As a board member of US Airways, free first-class travel was a perk in exchange for sharing his business acumen and board commitment. He traveled this way for many years.

"What people want from an airline—private or commercial—is to be safe, efficient and on-time,"

says Johnson. "They're all safe and more efficient than other means of travel—but private gives you a little more of the on-time benefit."

While in-flight time is similar in most scenarios, the time-saving factor bookends the flight—up to two hours on each end of the travel. Costly layovers, lost bags, and extended check-ins add time that private travel erases. In addition, the flights are never full. NetJets guarantees availability 365 days a year too, with just a few hours notice.

Johnson first tested the allure of private jet travel after receiving a letter in the mail from NetJets, a pioneer in the marketplace, offering him roundtrip service anywhere in the U.S. on a thirteen passenger Gulfstream IV-SP. His destination of choice was Super Bowl XXX with a group of friends. This trial run was a touchdown for Johnson and a lifestyle change in the long run.

But why not add a plane to his inventory of assets?

"For me it makes economical sense to own a fraction of a jet, rather than maintain ownership of my own plane," says Johnson. "I had my business people compare, and this made the most sense for me."

Their time is valuable, and they can save as much as four to five hours per flight while maintaining their own schedule, having privacy and being in control.

FLIGHT PATTERNS

There are several means of private air travel—charter, fractional jet cards, fractional ownership—and "take me to my jet, James." While the choice is largely based on your bank account, the common thread is the quest for privacy and control of your schedule. NetJets and Marquis Jet are considered to be the gold standard in air travel, and provide unparalleled quality, service and value to their customers.

Charter service starts at about \$4,000 an hour, and NetJets fractional interest starts at \$416,625 for a 1/16 multi-year interest in a Hawker 400XP. For those who require less than 50 hours of flight time, you can access NetJets fractional ownership program in just 25-hour increments for as little as \$126,900 with a Marquis Jet Card (\$5,076 per hour of flight time).

The Marquis Jet Card provides the same experience that NetJets clients like Bob Johnson have come to depend on—but without the capital and multi-year commitment. According to Randy Brandoff, Vice President of Marketing for Marquis Jet, average usage for their card owners is about 35 hours a year.

"Marquis Jet essentially sells access to the NetJets fleet of 740+ aircraft, purchasing multi-year NetJets fractions and repackaging and reselling in 25-hour Marquis Jet Cards," says Brandoff.

GETTING WINGS

Private air travel is no longer just for athletes and celebrities. With fractional ownership and jet cards, the average millionaire can be at 40,000 feet over Freeport before you can say, "fabulous!"

So who are these people flying private? If you look at the NetJets ad campaign, it's Tiger Woods, Bill Gates, Roger Federer—and a host of familiar faces. According to Brandoff, Marquis Jet Card owners tend to be the millionaire next door. Business executives, entrepreneurs and their families, as well as those retired from the frenetic pace of corporate travel on a company jet, are among those with a Marquis Jet Card in their wallet.

"Approximately 75 percent of NetJets clients

rely on their fractional ownership for corporate travel, while Marquis Card owners tend to be just the opposite—with about 75 percent using the jet card for personal use," says Brandoff.

"Our card owners typically have a liquid net worth of eight to ten million dollars and above," he added. "From a corporate standpoint, Fortune 1000 companies and small to mid size busi-

nesses take advantage of the Marquis Jet Card program in a myriad of uses."

Brandoff says the company's growth continues to be lead by new entrants to private jet travel, and emphasizes that the opportunity is enormous—Carolinas included. He says that it's all about educating people.



Patrick Truluck, Marquis Jet Vice President, Carolinas Region, greets Bob Johnson upon arrival at Wilson AirCenter in Charlotte.

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"It's not true that it's not accessible. Across the board, one common factor among people who fly private is time constraint," says Brandoff. "Their time is valuable, and they can save as much as four

to five hours per flight while maintaining their own schedule, having privacy and being in control.

"People become accustomed to a way of travel, and it's hard to go back to traveling commercially. However, most of our customers are not flying exclusively with us. We want every trip to be meaningful, and for them to use their Marquis Jet Card when it makes the most sense," says Brandoff, who boasts that Marquis' retention rate for people who have renewed their jet card at least once is in excess of 90 percent.

CONNECTIONS

To understand the business success of Bob Johnson, you need only to take a peek into his day planner. Fresh off a flight from Myrtle Beach, he headed back to the Tarmac to take off for a meeting in Little Rock, with additional business executives on board.

"I fly alone about 80 percent of the time," says Johnson. "I would bet that most people who fly private fly alone."

Post meeting he was headed south, solo, to Wellington, Florida to attend the opening of his daughter's horse show. Then back to D.C. for a black tie dinner at the invitation of President Bush. His itinerary would then take him back to Florida for the horse show finale, crisscrossing the coast in no time.

It's not always black tie and business for this Bobcats owner, though. Anguilla is his favorite getaway, and he was elated when this tiny northern Caribbean island finally landed an airport—making it a three hour journey from Washington. The Falcon

2000 also makes its way abroad for pleasure trips. He jetted to Wimbledon last summer, crossing the pond in style for some court-side action. It's also not uncommon for his basketball buddies to fly his private carrier. "After New Year's, Michael [Jordan] and Charles Oakley and I decided to hop over to Dubai," says Johnson. Wheels up! *

For more information, contact Patrick Truluck at 704.375.0856 or ptruluck@marquisjet.com.

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