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PRIVATE AVIATION



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Flying Toward Value

As the road to prosperity, or even survival, for many oil and gas management teams remains rough and winding as the year continues, executives are considering alternative travel routes through this difficult period.

To some, the skies look promising.

The current demand for a returns- rather than growth-focused approach draws attention to solving issues such as high drilling costs or well interference issues, but other opportunities exist to become more efficient. Of these, private aviation is among the most enticing.

The time-savings of flying privately translate directly into cost-savings for oil and gas executives, regardless of whether they work in E&P, midstream or elsewhere.

An executive of a large private oil and gas company who spoke to *Oil and Gas Investor* said that private aviation is indispensable. He said that it allowed him to have a “billion-dollar day” during which he flew to three cities, closed a deal valued at a billion dollars and arrived home in time to tuck in his children—all in a single day.

In addition, there are thousands more airports in the U.S. open to private flights than to commercial jets, with plenty in rural locations closer to remote well sites, which means that private aviation regains for executives the time so frequently lost to indirect flights and layovers.

Another business executive summed this up quite well, calling the private aircraft that his company owns his “time machine.”

And so, the purpose of this *Private Aviation* supplement is to inform oil and gas executives about a perhaps less-frequently considered set of tools with which to become more efficient in their operations. Purchasing a jet outright is merely one course of action, and not even the right one for all teams, depending upon usage, so in these pages some of the sponsors of this project discuss alternative means of reaping the benefits of flying privately, such as chartering or fractional ownership.



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My Billion-Dollar Day

Corporate flight travel continues as oil prices rebound.

BY ELLEN CHANG

Flying privately means that companies can meet the demands of their clients and respond to potential problems and emergencies immediately, especially for those working in the energy sector.

A pipeline company that utilizes Flexjet LLC, a Cleveland, Ohio-based fractional ownership and lease aircraft company, wanted to be able to respond to malfunctions rapidly. The pipeline company's "go-team" would fly on a jet, get to a remote location and bring it back to service," said Megan Wolf, COO of Flexjet.

The company's mechanics were able to fly with their tools, decrease downtime for their customers and restore service much more quickly, she noted.

"You can put eight passengers on board and get to a remote location," she said.

A Houston-based energy executive at a large private company that has several offices around the oil patch echoed a similar sentiment.

"I think jets are so useful," said the energy executive who uses NetJets Inc., another fractional aircraft ownership company. "I once had a day I call my billion-dollar day."

When executives fly privately, they can more easily and effectively conduct multiple meetings in several states.

"I flew to Midland for breakfast, to Denver for lunch and then to Dallas for a dinner," the energy executive said. "Then I was home that night in time to read a bedtime story to my kids. It was great. By meeting with my clients that day, I ended up doing a deal with one of them that had a billion dollars of value, so using that jet was worth it."

The CEOs or CFOs of oil companies should consider the number of hours that they might use a plane to conduct business before deciding whether to buy or lease a plane or to purchase hours from a fractional ownership company.

"Generally 200 hours a year is the target usage, and if they can sustain that, they need to own

or lease the aircraft," said David Fisher, owner of Western Aviation, a Sugar Land, Texas-based full-service aircraft broker and consultant for corporate aircraft.

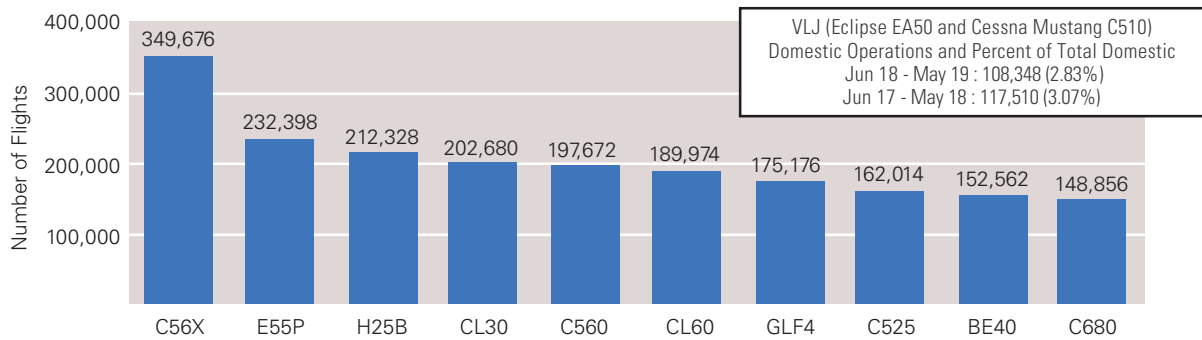
Instead of hiring a pilot, many owners purchase the aircraft and put it under management of a Part 135 Operator (charter company).

"The charter programs put dollars in the aircraft owner's pockets while all of the management of the aircraft is handled by the charter company, including insurance, a hangar, maintenance and usually pilots," he said. "If the executives do not fly often, then contract pilots are best."

A turnkey solution is often the best choice for companies who fly 200 hours a year or less.

"It is always best to use a turnkey company for the management of the aircraft," Fisher said. "That turnkey company can be a management company, charter operator or in-house flight department, depending on the size of the operation and experience of the operator or aircraft owner."

Top 10 Aircraft For Domestic Business Jet Operations (June 2018 - May 2019)



Source: Federal Aviation Administration & ETMSC

For the past three years, Adam Heimann, CMO of Midam Ventures LLC, an investor relations services company, has traveled at least once a month to meet with clients ranging from Los Angeles to Vancouver.

When commercial flights are not available for his last-minute meetings, Heimann, whose company is headquartered in Coral Gables, Fla., utilizes an air charter broker to book him on private flights so he can attend an early morning meeting.

“We have clients on the other side of the country like Toronto or New York,” he said. “When an important client calls you at 3 p.m. and wants to meet for breakfast for a first meeting, you have to figure out how to get there, and most commercial flights are already booked up.”

During the past 12 months, Heimann has relied more on flying privately. Over 70% of his trips are now booked by a broker, Jet the World LLC, which works with jet owners to “get the best price for the routes that I want to take,” Heimann said.

Not only has flying privately helped Heimann garner new clients or a larger contract, but it has also saved him time in flight travel.

“We fly private under those circumstances, and it’s worth it to spend \$15,000 to \$40,000 to close \$300,000 to \$500,000 worth of business,” he said. “That’s a

good return on investment. Time is money.”

While conducting last minute meetings is not the norm, such meetings occur more often as clients seek a faster turnaround, Heimann said.

Meeting the demands of his clients is critical.

“You can show up 10 minutes before your flight,” he said. “There is no security check, most of the planes have WiFi and everyone is extremely friendly and courteous. Everything is on schedule, and it’s a really pleasant experience.”

Flying privately gives him the opportunity to continue working.

“Being able to save time is huge,” Heimann said. “I’ve never had a negative experience while flying privately, plus I can attend more than one meeting in a day and also be able to come home the same day.”

BUSINESS AVIATION FLIGHTS ARE CRUCIAL

Business aviation remains vital to company executives who must travel frequently, especially to more rural locations or areas where there are a limited number of commercial flights.

The number of business flights has remained stable since the Great Recession in 2008.

“Business aircraft flight hours on average have remained fairly

steady in recent years with no dramatic upticks or downticks like the dramatic falloff in flight hours we saw during the financial crash several years ago,” said Dan Hubbard, senior vice president of communications of the National Business Aviation Association, a Washington, D.C.-based trade group.

Since 2014, the number of business flights in the U.S. has steadily increased but only modestly. In 2012, there were 3.4 million flights compared to 3.8 million in 2018. International flights have followed the same trend.

“Utilization has been relatively flat over the past couple of years,” said Rolland Vincent, president of Rolland Vincent Associates in Plano, Texas, and a director of JetNet LLC, a Utica, N.Y.-based provider of aviation market intelligence.

Through February 2019, the total number of flights was 4.53 million, including 3.83 million domestic flights and 60,274 international flights.

“One of the things to remember is that the underlying fleet of U.S.-based business jets has been growing—cycles have not recovered to pre-2008 crisis levels despite the underlying growth of the U.S. fleet,” Vincent said.

Flying privately remains a priority for executives in many industries, especially those who lead exploration and production

companies that often drill in remote areas. Flying privately allows both the executives and their teams to arrive within close proximity of an oil patch and gives them the ability to visit several sites in different states or Canadian provinces.

Commercial airline travel can be limiting because there are only 500 airports that serve commercial flights, while flying privately gives employees access to over 5,000 airports in the U.S.

Privately-held companies such as Flexjet are expanding rapidly and adding both new jets and additional customers.

From 2015 to 2018, the company said its fractional ownership and lease programs rose by nearly 35%.

The company is also adding new airplanes in order to keep pace with demand. In 2019, the company will add 23 new planes to

The positive macroeconomic data in the U.S. in 2018 spurred more flying, said Wolf. The flights not only included executives but also other crucial employees.

When a team of employees is able to travel together, they can be more productive. Retailers are increasingly using Flexjet to send their junior managers to visit three of their stores in one day or to visit multiple locations over the span of several days.

“The junior management team can do several site visits in one trip, deplane, get in a car and get on the way to a store,” she said. “Instead of being 45 minutes away, the locations are often five to 10 minutes away from the airport.”

Other companies fly with Flexjet when they need to conduct roadshows and meet with investors.

“You can visit multiple sites over several days and be incredibly

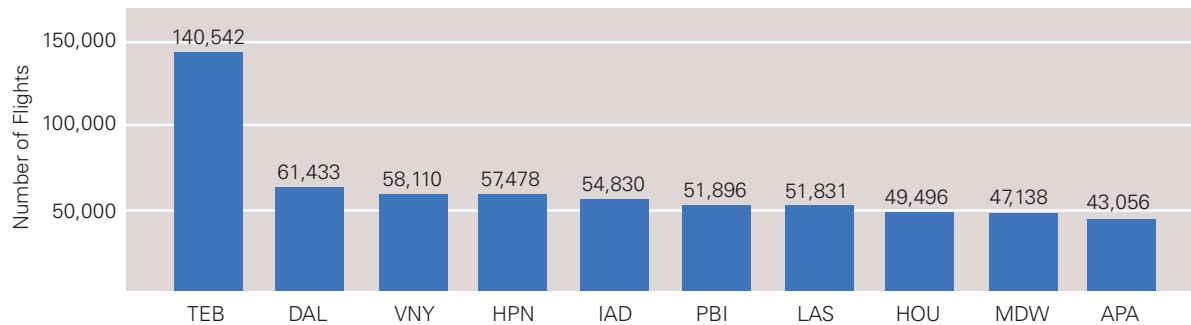
“We see more corporate travelers using our jets,” Wolf said. “It is becoming an efficiency tool and not just a perk like it was seen five to 10 years ago.”

The Federal Aviation Administration predicts that the number of flights will continue to rise due to steady growth in both GDP and corporate profits, according to a report the government agency wrote forecasting the demands of fiscal years 2019 to 2039.

“Against the stable fleet, the number of general aviation hours flown is projected to increase an average of 0.8% per year through 2039, as growth in turbine, rotorcraft and experimental hours more than offset a decline in fixed wing piston hours,” the report said.

“The majority of the increase can be attributed to jet aircraft with hours flown increasing at an average

Top 10 Airports For Domestic Business Jet Operations (June 2018 - May 2019)



Source: Federal Aviation Administration & ETMSC

the fleet compared to 17 in 2018. The company’s entire fleet consists of 130 planes. By the end of 2019, Flexjet will have added 95 new aircraft since 2015.

The new deliveries will include the Embraer Phenom 300 (a light jet), the Embraer Legacy 450 (a mid-sized jet), the Bombardier Challenger 350 (a super mid-sized jet) and the Gulfstream G650 (a large cabin ultra-long-range jet).

productive,” Wolf said. “You can have your team on the plane discussing a meeting and work in quiet.”

Washington, D.C., remains a popular destination for meetings. Texas is also “strong” as well as San Francisco, Los Angeles, south Florida and New York, she said. Flying to rural areas in North or South Dakota or Canada can be conducted in one day on a private airplane—compared to two to three days on a commercial flight.

annual rate of 3.1% from 2017 to 2039,” according to the FAA.

“The large increases in jet hours result mainly from the increasing size of the business jet fleet,” the report said.

While industry in general faced a massive downturn in 2009, both business and corporate aviation have partially rebounded. The pace of the recovery in the industry is based “largely upon the prospects for economic growth

and corporate profits,” the FAA said in the report.

Additional jet sales are likely to continue. Because of the current administration’s “emphasis on policies designed to stimulate economic growth and limit regulation and the favorable terms of the new tax law, companies are feeling more optimistic about their future prospects that can translate into additional business jet sales,” the report said.

One positive factor is that new and more efficient planes like supersonic business jets will “serve to broaden the potential of the industry and can make corporate jet travel look increasingly appealing,” the FAA said.

INCREASE IN SHAREHOLDER VALUE AND RETURN ON EQUITY

Small- and medium-sized businesses that utilized business aircraft “consistently outperformed those that did not,” according to a report conducted by Nexa Advisors, a

division of NEXA Capital Partners, a McLean, Va.-based middle-market investment banking firm.

The firm studied companies in the S&P 500 and S&P SmallCap 600, along with private companies, and measured how they performed in areas such as enterprise value, revenue growth, profit growth and asset efficiency from 2005 to 2009.

The report concluded that companies that used business aviation outperformed those that did not in shareholder value.

These companies were less affected by the recession—69% of these companies posted greater top line growth in 2008 and 2009, according to the report.

The use of business aviation provided the companies with better access to customers and “markets not conveniently accessible by other means of transportation, improving customer retention and securing new sources of revenue,” the report added.

“Having an aircraft allows me to do more in a day ... see more customers, visit more distributors and make more appointments,” Steven G. Whitney, president of Whitney Products, said in the report. “It is a way to leverage my time. I call it my time machine.”

This report demonstrated that these companies produced total return, which consists of both stock price appreciation and dividends, that was 245% higher than that of nonusers of private aircraft. These companies also generated more income based on productivity and efficiency, “outperforming in both EBITDA and earnings of 230% and 219% higher, respectively.”

In addition, these companies were able to maximize output from their resources and provided a 70% return on assets, 40% on return on equity and 21% on asset turnover. The companies also reported 22% higher average revenue growth. ■



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Efficient, On-Demand Private Flights

A staggering number of people hit the roads and fly the often not so friendly skies for business purposes each year. The Global Business Travel Association pegs the number of business trips taken annually in the U.S. at 488 million. There is a large gap in the cost of on-demand charter, private plane travel and commercial aviation. Access Professional Air LLC created its Professional Class Air Travel Membership Program to give back to business travelers what matters most—their valuable

time, at a cost closer to commercial airfares than on-demand charter, private plane ownership or flight card programs.

Access flights are conducted by licensed air carriers holding a certificate issued by the U.S. Federal Aviation Administration. Members fly private aircraft on a schedule between private terminals; skipping commercial airport lines, TSA, long layovers, plane changes and other stressors associated with commercial air travel. Their costs are lowered by sharing the flight with other like-minded, mostly energy industry, professionals.

INDUSTRY KNOWLEDGE

The founders of Access have a long history of owning and operating oilfield service companies. Having lived the inefficiencies of traveling the Energy Corridor commercially and experienced the high costs associated with private plane ownership, they understand business travelers need a better way to fly than commercial aviation and that on-demand charter, jet card options and fractional plane ownerships are often cost prohibitive. Especially when flying one or two people on a regular route, such as Austin to Midland, Access provides private flight convenience at a lower cost than other private options and saves the traveler hours compared to commercial flights.

For example, commercial flight options between Austin and Midland require a time commitment of five hours or more. For business professionals, that is an entire day of productivity lost to just getting there. Access arranges scheduled direct flights between Austin and Midland that take about one hour and 15 minutes. Allowing you and your team to accomplish more in less time is the value proposition Access provides. This results in fewer days away from home, lower

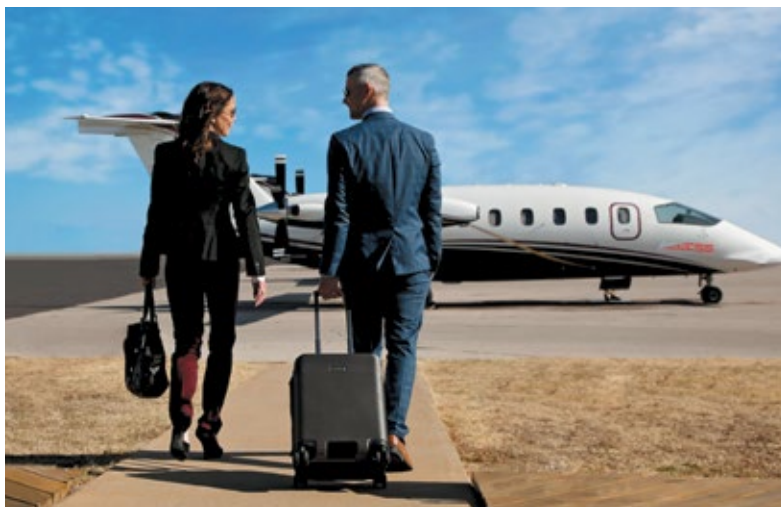


hotel and other expenses to more than offset the slightly higher cost of an Access flight compared to commercial travel.

Member feedback about the services provided by Access is positive. Warren Sumner, CEO of Orion Water Solutions LLC in Austin, and an early Access member, commented: “Orion uses Access nearly every week to meet with our oilfield customers in Midland. The time savings we get having direct flights between Austin and Midland have more than paid for the incremental cost over commercial travel. And the reservation portal and customer service are all exceptional, as are the planes and pilots organized by Access. We are also very happy that Access was able to structure a corporate membership plan that addresses the needs of both our high frequency flyers and infrequent travelers.”

FLYING FORWARD

Access began service in October 2018 under the name Tuxedo Air. President and co-founder Steve Cobb says, “We really liked our Tuxedo Air logo, which was a play on our Penguin mascot—what do penguins and people have in common? They both need planes to fly! However, too many people were confused that Tuxedo was a luxury



service, not the value added one we are providing. As such, Access better describes what we are providing with our Professional Class Membership Service™. We have created a business tool that gives professionals access to the efficiency of private flights at a fraction of the cost of other private flight options. And we have a commitment to safety by requiring our operators to have an Argus Gold or equivalent rating.”

Access currently services:

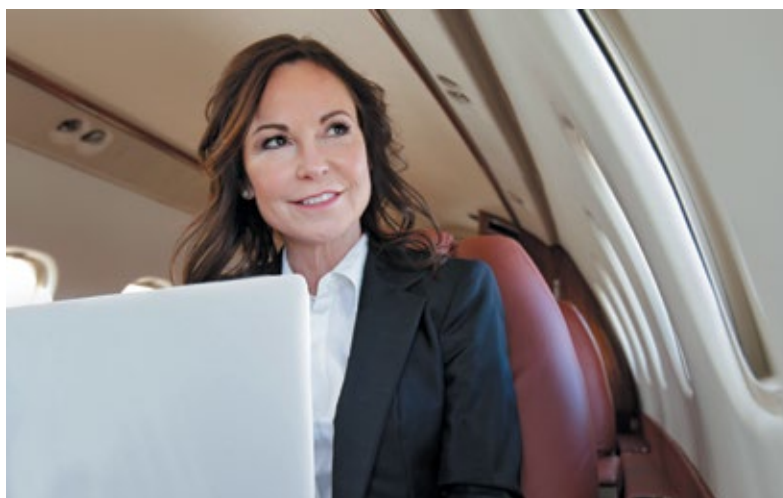
- Austin, TX
- Carlsbad, NM
- Midland, TX
- Oklahoma City, OK
- Tulsa, OK

With Houston and Denver scheduled to follow later this year.

Access Air members primarily fly in a fleet of Italian-made Piaggio Avanti aircraft. These twin-engine turboprops are known for being one of the most capable, efficient, comfortable and safe planes of their class. Each aircraft features a cabin custom designed for business professionals including two USB ports at each seat, onboard AirText, a lavatory and plenty of leg room.

Members book flights and manage their reservations and individual and corporate accounts through Access Air’s easy to use on-line Member portal. Vice-President Cynthia Rike says, “It’s gratifying to not only see our members working aboard flights but also networking and doing business together. We’re excited about the future of Access Air and will increase the frequency of flights and number of destinations served as membership continues to grow.”

More information and Membership details can be found online at www.AccessProAir.com. ■





WHY NICHOLAS AIR?

This business has always been built on change—new aircraft, new technology, new regulations—the industry itself changes by the day it seems. We've seen these changes, adapted to them, and have continued to grow our business as one of the nation's most respected brands in private aviation.

But at NICHOLAS AIR, there's one thing that we will never change—our promise to provide our Members with a truly world-class customer service experience. With each flight, our Members are greeted with a friendly handshake from incredibly professional flight crews, they experience the warmth of the Southern Hospitality that runs through our veins, and they see our tireless efforts to provide them with the highest quality and safest operated aircraft anywhere.

Why did I build NICHOLAS AIR? Because you demanded this business finally put the Member first. Because you deserve to feel at ease at 35,000 feet with your family by your side. And because that commitment to safety, service, and family should never be compromised.

For our Members, NICHOLAS AIR is part of their family, and they're certainly part of ours. Come find out why...



Nicholas Correnti
Founder/CEO



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NICHOLAS AIR

Flexible Programs, Consistent Customer Service

In a market with no shortage of options, the Nicholas Air program continues to grow its footprint and its reputation as the nation's most respected private jet brand. Built on the pillars of world-class customer service, high-quality standards and unflawed safety culture, the company commits to its Members that its service not only stands up to any other program but will consistently exceed those expectations.

Founded in 1997, Nicholas Air has never forgotten its roots—meticulously maintained aircraft offered to its Members with the perfect dose of southern hospitality. NJ Correnti, its CEO, started this brand with an eye toward changing the private jet landscape. The notion of a private company, not owned by private equity or venture capital firms, was foreign in the private jet space, and yet, over two decades later, the Nicholas Air fleet continues to grow. The once-regional operator now enjoys a footprint across all of North America, deep into the Caribbean and South America. The fleet initially consisted of the Pilatus PC-12 and Phenom 100 but now offers Members the opportunity to fit the airplane to the mission with a full suite of options.

YOUR JET IS READY

The Pilatus and Phenom 100 remain in the program, complementing the company's growing fleet of Citation CJ3s, Phenom 300s, Citation Latitudes and Challenger 300s. The ability for Members to select the perfect aircraft for each trip is a premium distinction between Nicholas Air and many other competitors. The range of aircraft, from the PC-12 trip to your ranch's short runway to the space and passenger count of the Challenger 300 on a long flight, helps showcase the flexibility of the program.

Elevated customer service standards are immediately evident to Members of Nicholas Air, and it starts with the flight-booking experience, which greets Members with a consultative approach to booking their travel. Personal travel representatives, available 24/7, are expertly trained in luxury customer service and aviation alike. Their desire to work together with a Member to fit the right aircraft to the mission reinforces the company's commitment to maintaining a personalized approach to its work. The pilots, all employed full-time exclusively with Nicholas Air, are also trained in customer service standards to ensure that your

entire experience, from booking to touchdown, is friendly and smooth.

OUR PLANES, OUR PILOTS

The emergence of the Nicholas Air brand in the oil and gas industry is noteworthy as well. Financial analysts, keen on ensuring that budgets stay intact and nothing is ever wasted, now turn to the brand because of the cost structure relative to many other options. Without any requirement to purchase an asset or equity share of a plane, the lack of annual membership fees, and the lack of deadhead or repositioning costs guarantees that all funds go directly toward the time you are onboard the airplane, making it turnkey to the Member. All told, Nicholas Air has seen exponential growth in the oil and gas industry over the past 18 months.

For further information, please visit NicholasAir.com or call 866.935.7771 to speak to a private aviation expert. ■





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To be successful in any industry, a business team needs to react quickly to market changes, client needs and new opportunities. To meet these demands, companies can't wait for scheduled commercial flights, unreliable charter or the restrictions of jet card memberships. Whole aircraft ownership only adds another level of operational complexity and substantially higher costs. A share in the PlaneSense® fractional program offers a cost-effective solution and the competitive advantage of private business travel.

PlaneSense Inc. was founded nearly 25 years ago on the belief that there was a smarter way to fly privately. Notable aviation experience combined with a proven commitment to safety and service means businesses have a convenient and reliable option for corporate travel designed to keep them ahead of competitors.

SAVING TIME

A fractional share is an investment in time, which is a fleeting commodity for most companies. Here are five ways a fractional share can turn back the clock:

1. **Fly on Your Schedule:**

Fractional ownership allows teams to fly at their own convenience, leaving behind the rigid schedules and long lines of commercial airlines. Inconsistent and unreliable charter are also a thing of the past. With just a few hours' notice, your team can be on the way to that critical last minute business meeting aboard a state-of-the-art private jet.

2. **Guaranteed Availability:**

When you buy a share, you gain an entire fleet. PlaneSense Inc. operates the largest civilian fleet of Pilatus PC-12 turboprop aircraft and one of the largest fleets of Pilatus PC-24 jets. If an aircraft is scheduled for maintenance, there's a whole fleet available to cover your flight. Additionally, there are no blackout dates to contend with, so your team has unlimited ability to fly when needed.

3. **Go Where No Business**

Jet Has Gone Before: The exceptional landing capabilities of the Pilatus PC-12 and PC-24 mean companies have access to thousands more airfields than most commercial or

other corporate aircraft across the U.S., Canada, Bermuda, the Bahamas, the Caribbean, Central America and Mexico. The PC-12 is able to access runways as short as 2,000 ft., including unpaved and grass strips. The PC-24 jet is able to access runways as short as 3,000 ft. This means airports in remote locations are often easily accessible, allowing you to avoid busy commercial hubs and long drives to your destination. You'll save time by getting closer than ever to your clients or work sites.

4. **World Class Service:**

The Flight Operations Center (FOC) is available 24/7/365, with a dedicated team managing your flight from your initial call with the dedicated reservation team to the arrival at your destination. Your pilots and the FOC work diligently to ensure your flight stays on schedule by closely monitoring weather, air traffic and other factors preceding your flight.

5. **Be Home for Dinner:**

Corporate travel becomes easier with a fractional share, making it possible to condense

long business trips into one or two days. You'll get more business done by conducting meetings in flight and avoiding the typical delays of other air travel options. Your team will be left with more time for the important things, like getting home in time for dinner with their families.

COST SAVINGS

In addition to the time savings, fractional ownership is a financially valuable asset for businesses to consider. As mentioned above, the ability to get closer to clients at a moment's notice is important in the overall success of one's business, but there are a number of other financial advantages to owning a share in the PlaneSense® fractional program:

1. Share the Responsibility:

There are great advantages to sharing the responsibility and costs of aircraft operations when compared to whole aircraft ownership. With fractional ownership, the costs are spread across all the share owners.

2. Tax and depreciation:

Aircraft that are owned and operated by businesses are often depreciable for income tax purposes. They can depreciate up to 100% in the year you take ownership. To be eligible, a business aircraft must be used at least 50% of the time for business purposes.



A variety of factors determine if an aircraft may be depreciated, so companies should discuss the circumstances with a tax advisor.

- 3. No Surprises:** Fractional share owners in the PlaneSense® program know all their costs up front. There are no repositioning fees, like charter services. Most importantly, there are no cost increases during peak travel times. Customized share sizes allow you to control costs by tailoring the program to your company's flight needs.

SAFETY AND TRAINING

All of this is accomplished with PlaneSense's uncompromising commitment to safety. Each time you step onto a PlaneSense® program aircraft, you can rest easy in the knowledge that you have two of the most highly trained pilots in the cockpit to guide you safely and comfortably to your destination.

PlaneSense® pilots are recognized in the industry for their extensive training and customer service excellence. The world class service for which the PlaneSense program has become known is expected at every level of the company, including the pilots of your aircraft.

Each aircraft in the PlaneSense® fleet is expertly maintained to the highest of standards by the company's own certified A&P maintenance technicians. Each technician undergoes extensive training in every aspect of the Pilatus aircraft. As a result of their determination and commitment to excellence, our aircraft mechanics have consistently earned the "Diamond Award for Excellence" from the FAA for more than 15 years and the Aircraft Electronics Association's "Training Excellence Award."

Overall, more and more businesses are choosing PlaneSense to provide them with one of the most cost-effective private business flying solutions on the most advanced aircraft in the country. Discover how PlaneSense always strives to exceed your flying expectations and to become an important tool in the success of your business. ■



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OIL AND GAS INVESTOR

WHY CITATION JETS WILL REVOLUTIONIZE YOUR CORPORATE FLEET

When you're building a corporate fleet, you need an aircraft manufacturer that's renowned for producing fast, powerful and reliable aircraft. But it doesn't stop there. You want a company that's in it for the long haul, continuing to invest in the industry with the strength to innovate.

Taking the step from a jet card or charter program to ownership is significant — so you need to be sure you're making a smart investment. With a 90-year history of delivering more than 250,000 best-selling aircraft and continuing that legacy with another 19 models in production, Textron Aviation is here for the future.

Textron Aviation's CESSNA CITATION family of aircraft has a lineage lasting more than 50 years and continues to develop with you in mind. Starting with the launch of the world's most efficient business jet in 1968, the *Citation* name became known as a leader of refined innovation across the industry.

Today's *Cessna Citation* business jets continue that legacy. For three consecutive years, more customers chose a *Cessna CITATION LATITUDE* jet than any other midsize jet on the market.

The *Citation Latitude* aircraft is also a firm favorite of NetJets customers — adding

100 of the midsize jets to the fleet in three years, owner demand ranked the *Latitude* jet as the best-selling aircraft in the company's portfolio. Doug Henneberry, executive vice president of aircraft asset management at NetJets, says the *Latitude* aircraft is "one of the most outstanding midsize cabin jets in the industry, meeting our Owners' and our own high standards for performance and safety."

Those high standards are reflected in the *Latitude* aircraft's capacity, which transcends the midsize segment. When operating within a global industry, it's essential that your aircraft can match your business needs. With a four-passenger range of 2,700 nautical miles at high-speed cruise, the *Latitude* jet can take you non-stop from Los Angeles to New York or Geneva to Dubai.

Business doesn't need to be put on hold when you're in the air. The *Latitude* midsize aircraft affords the most open, spacious, bright and refined cabin environment in the midsize segment, acting as an extension of your boardroom — a feeling enhanced by its flat floor and six feet of cabin height. Wi-Fi equipment and an in-flight phone system come standard and are complimented by USB ports at each seat, universal outlets and a monitor with screen-mirroring capability.

With a fatigue-reducing low cabin altitude and 180-degree swivel seats, you'll hardly notice you're not in the office.

The step from charter to ownership shouldn't feel like a leap in terms of costs — a problem the *Citation Latitude* business jet solves. Its class-leading operating costs boast maintenance intervals of 12 months and 800 hours. Those numbers, coupled with mission flexibility make it the number-one choice for midsize customers, with the worldwide fleet amassing nearly 200,000 flight hours since entering service in 2015.

The *Citation Latitude* midsize aircraft can comfortably accommodate up to nine passengers, but if you're looking for even more space, keep an eye out for the *Cessna CITATION LONGITUDE* aircraft — Textron Aviation's latest super-midsize business jet, with first deliveries set to begin later this year.

Anticipation for the *Citation Longitude* aircraft is high amongst *Latitude* jet fans, as they look to step up to a larger aircraft segment — and NetJets' name is once again top of the list. "As the worldwide leader in private aviation, we seek out products that raise the bar and deliver an exceptional travel experience to our Owners and their passengers," said Adam Johnson, NetJets Chairman and CEO,



after announcing the company's commitment to the *Citation Longitude* jet at the National Business Aviation Conference and Exhibition in Orlando last year. "We're looking forward to the day we can say we took delivery of our 175th *Citation Longitude* jet."

With the *Longitude* jet, you can conduct business in total comfort. Passenger experience is central to the aircraft's design. A luxurious six-foot-tall, flat-floor cabin has room for up to 12 passengers, with fully lay-flat seats in a double-club configuration. It also boasts best-in-class legroom, with 30 inches between the seats.

“The *Citation Longitude* super-midsize business jet is truly revolutionary. No super-midsize business jet gives you more range, greater payload or higher cruise speed at a lower total ownership cost.

— Rob Scholl, Senior Vice President of Sales and Marketing Textron Aviation

"This includes state-of-the-art cabin connectivity, which empowers passengers to manage their environment and entertainment from any mobile device. We've also installed high-speed internet to maximize in-flight productivity, and the aircraft features the latest GARMIN G5000 flight deck."

The *Longitude* jet's impressive performance extends to its operating costs. Following the *Latitude* jet's reputation for cost-effective private jet travel, *Citation Longitude* aircraft owners enjoy the longest maintenance intervals in the jet's class at 800 hours and 18 months.

And when that scheduled maintenance stop does come around, *Citation* owners have access to Textron Aviation's class-leading factory-direct service and support network, staffed by more than 3,000 employees across the globe. You'll have access to a team of expert service representatives offering maintenance, inspections, parts, repairs, avionics upgrades, equipment installations, refurbishments and other specialized services.



The business jet can fly direct from New York to London or Dubai to Singapore. In 2018, the *Citation Longitude* airplane circumnavigated the globe, logging more than 31,000 nautical miles in 31 days, while demonstrating impressive performance figures along the way. The longest leg was from Singapore to Sydney, which perfectly demonstrated the aircraft's 3,500-nautical-mile range.

"We're constantly listening and responding to our customers to ensure we are delivering aircraft suited to their missions, which is reflected in our evolving product line," continues Mr. Scholl. "The ability to stay connected on-board is increasingly important to our customers, so Textron Aviation has integrated the latest technology throughout the aircraft."

Textron Aviation manages a growing fleet of more than 75 mobile service units and rapid-response aircraft that can be mobilized to respond to your maintenance needs, whenever — or wherever — they might occur. If you contact 1CALL, a team of AOG specialists providing prioritized service will be on-hand 24/7 to support you during any unscheduled maintenance events.

Finding the right aircraft for your business isn't easy. But whether you're looking for the performance of the *Latitude* mid-size jet or longer range of the *Longitude* super-midsize jet, you can be confident when investing in a *Cessna Citation* business jet and the strong, reliable Textron Aviation family.

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