

ARTS & ANTIQUES
Haughton International

GOLF CLUBS
Honma Five Stars

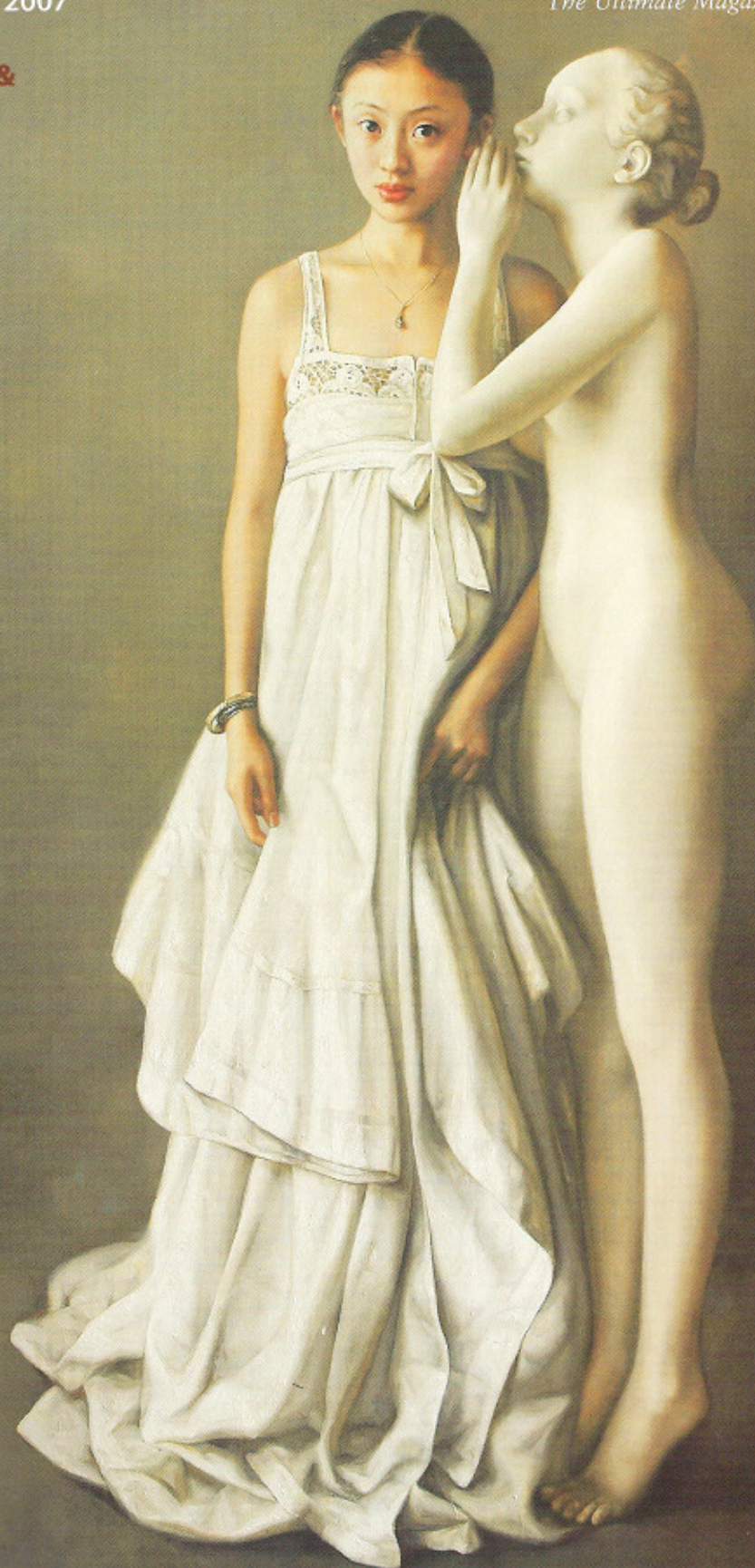
LUXURY HOMES
Alhambra Historic Estate

THE AFFLUENT PAGE

NOVEMBER 2007

The Ultimate Magazine For The Finer Things In Life

THE ARTS &
ANTIQUES
ISSUE



**REMOTE
LANDS ART
JOURNEYS**
CHINESE ARTIST
ZHAO KAILIN

World's First Private Airline

With another 127 jets planned, XOJET is the fastest growing aviation company in history. **BY KELLY CARTER**

Imagine traveling at the exhilarating near-supersonic speed of Mach .92 from Los Angeles to New York — in a mere four hours! You'd have barely enough time to fully appreciate the top-grade leather, fine silk from Thailand, and exotic woods (white ash burl, Birdseye maple, dappled mahogany, and zebrawood) that surround you. XOJET, the self-proclaimed "world's first private airline," offers discerning travelers exactly that, with its brand-new fleet of elegant and lightning-fast Cessna Citation Xs that fly to over 10,000 destinations worldwide — cost efficiently.

Cognizant that your money is as valuable as your time, the San Carlos, California-based company set out to revolutionize private aviation when it was launched in January 2006 in the belief that private flyers were paying more than necessary while not receiving the expected level of service. CEO Paul Touw, an entrepreneur who began his career as an aerospace software engineer, and went on to co-found software leader Ariba, also flaunts instrument-rated pilot and jet owner on his bio as well. No wonder his company's innovative approach meets the needs of flyers, whether they're airplane owners or individuals simply in need of a jet on demand.

High-volume flyers can take advantage of the XOJET Fleet Exchange Ownership program in which customers buy or lease their own jet in the XOJET fleet for 20–40% less than normal. How is that possible? Because XOJET owners pay only a low direct operating cost for each hour they fly, not the fixed costs or monthly fees typically paid by aircraft owners. If you're not quite ready to shell out \$20 million to call the aircraft completely your own, partial ownership is an option for as low as \$1 million, depending on the number of fleet hours you secure annually. With no more than three owners per plane, XOJET can ensure a higher level of service and reliability than fractional programs, and with fewer restrictions. For instance,







owners have access to the entire XOJET fleet if they need more than one jet at a time.

The XOJET Fleet Exchange Lease program is available for as low as \$500,000, again depending on the number of hours you secure. Commitment phobes may prefer XOJET On Demand, which offers the same Citation X's and high-caliber crews used by owners and lessees. It is best to give three to four days advance notice, although the company has been known to accommodate customers within just a few hours of a request. Keep in mind that owners and lessees have guaranteed access to the fleet, currently at 12 but expected to reach 17 by the end of the year, and 127 super mid-size jets by the end of 2012. The lease and On Demand options offer the same rates of saving as ownership, again by eliminating the fixed costs and fees typically charged by other companies.

One-way rates are available on the most requested itineraries, such as the popular domestic coast-to-coast trip, which average \$25,000. That's all-inclusive, so

there's no need to worry about repositioning, fuel, daily minimums, crew overnights, or other pesky charges. However, if you're thinking about jetting down to St. Barths for the holidays, plan to land in nearby St. Maarten. The Citation X requires a runway length of at least 5,000 feet in order to ensure passenger safety, but St. Barths' tiny airstrip stretches just 2,170 feet. A one-way flight from Teterboro, New York, (a popular departure point) to St. Maarten is \$44,360, but once XOJET opens its new West Palm Beach base later this year, the price will drop to \$40,247. XOJET currently has three bases: in Los Angeles; McClellan, California; and in New Castle, Delaware.

It is a bit unusual for a company that caters only to private fliers to call itself an airline, but that's exactly what XOJET does, asserting that it's the first private aviation company to combine the advantages of private jet travel with airline-grade safety, economics, and operational efficiency. Following the pattern of commercial success story Southwest Airlines, it currently uses a single-air-

craft model, in this case the fabulous eight-passenger Citation X, which has all the amenities you've come to expect in a private plane. The additional 80 jets planned will be Bombardier Challenger 300s, which will be the largest order of Bombardier super-midsize jets in history. An Airshow entertainment system, DVD players with five monitors, power outlets for cell phones or laptops, a fully stocked galley, and even a microwave are included in the 28.3-foot long cabin. XOJET also trains its pilots far above FAA requirements, requires two captain-trained pilots in the cockpit, uses commercial airline standards for cockpit communications, and maintains its own fleet rather than outsourcing. Another point of pride is its 99.5 percent on-time performance.

After all, it doesn't matter how fast you travel if you're still late when you get there.

For more information, contact Private Client Services at 866-669-6538 or go to www.xojet.com.

“ Imagine traveling at an exhilarating near supersonic speed of Mach .92. Los Angeles to New York in a mere four hours, barely enough time to fully appreciate the exotic woods, top-grade leather, and fine Thai silk fabric surrounding you. ”

