

# VICTOR

FLY SMARTER

## VICTOR – THE WORLD’S FIRST PRIVATE JETSHARE MARKETPLACE CELEBRATES 1<sup>ST</sup> BIRTHDAY



August 2012 - Victor ([flyvictor.com](http://flyvictor.com)) celebrates one year in business. We have caused a storm in the private aviation industry by creating a brand new, transparent, marketplace for jet charterers and we've introduced an entire new audience to travel by private jet on a per seat basis. Our membership has grown from 200 to nearly 2,000 within our first year.

Victor is a world first; the only place that offers jet charterers complete transparency when booking, we also offer the unique opportunity to off-set costs by selling surplus seats thereby creating the seat buying market. In the past year, the company has operated just under 300 individual charter flights and have sold 25% of member's seats at an average price of £1,000 per seat for a flight from London to Palma or similar.

When we launched, most people in the industry said it couldn't be done, that those who fly private do not wish to share – our 2,000 strong membership is proving the critics wrong. The opportunity to reduce costs is a big motivation for our members, plus they might get to meet some interesting, like-minded individuals on the way. We are saying to anyone who is already chartering jets that if they are not using Victor they are probably paying over the odds, as word spreads, we expect membership to be reaching towards 10,000 by the end of the year.

Victor has the largest contracted fleet in Europe with access to 1,000 airports, most of which cannot be reached on a commercial aircraft. Expansion plans and new routes will be announced in September 2012.