

## FOR IMMEDIATE RELEASE

### **Victor Launches On-Demand Private Jet Charter in the U.S. with Expanded Global Service, Additional Funding, and New Mobile Booking App**

*Private aviation charter service raises \$8m in funding to bring transparent, end-to-end booking to the U.S., the largest market for private jets*

**New York, NY. March 26, 2015.** [Victor](#), a global on-demand jet charter service, today announced its expansion into the U.S.

With a new, easy-to-use [mobile app](#), Victor is the only on-demand private aviation charter service that provides full transparency into the often opaque, complicated jet booking process. Already a successful venture in Europe, Victor will be using its new \$8m mezzanine funding round to meet the growing demand for private jet chartering by ultra-high net worth Americans. This investment round was uniquely funded by fliers for fliers, with funding coming from Victor's base of existing global customers.

Founded by Clive Jackson, an entrepreneur frustrated by the inefficient and unclear service he experienced with brokers, Victor disrupted the fragmented and complex private aviation market by providing full transparency into the aircraft, crew and pricing ecosystem. Traditionally, booking a private jet is an ineffective process with consumers at the mercy of brokers who often considerably mark up the cost due to the lack of regulation in the market.

"The U.S. is the largest region for private aviation, accounting for 49.7 percent of the global market, with Europe providing a 20.8 percent share," said Clive Jackson, CEO of Victor. "Expanding our operations to the U.S. ensures we have a presence in the most dominant market, better serving our customers in the region. We are the fastest-growing European jet charter service today and projected to grow 300 percent through our global initiatives like our U.S. expansion."

At launch, Victor unveils its first [iOS mobile app](#), which offers unprecedented customer access to real-time charter pricing, aircraft and crew specifics, side-by-side available jet comparisons, instant booking, travel itineraries and trip management – all from the convenience of a user's smartphone or tablet device.

"Victor is challenging the private jet industry by making the buying process as transparent as possible so consumers have all the information they need before and after booking a jet," added Jackson. "The app is the ultimate travel accessory for private jet fliers who are typically time poor and require a bespoke service that meets their individual travel needs simply and efficiently."

The key features of Victor:

- With access to 7,000 jets worldwide and 40,000 airports internationally, Victor has partnerships with experienced operators around the globe
- 24/7 customer support on hand to help passengers at any stage of their booking and journey process
- Based on a proprietary technology platform, the Victor mobile app lets customers manage the complex logistics of private air travel simply from their computer or mobile device
- Travelers are able to view the provider, the plane and even the operator of each booking before making a payment. Victor's website provides contact details for every operator including the age of the aircraft and registration numbers
- There are no upfront costs or membership fees required to book a flight through Victor
- Membership is free and takes only 2 minutes to register online at [www.flyvictor.com/join](http://www.flyvictor.com/join) or via the app

# VICTOR

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- Costs are also 100 percent transparent. Victor has a fixed booking fee and provides operators' details before booking.

Victor's clients are some of the most successful individuals and businesses in the world and it has created a world-class customer service experience from the time a flight is requested, through to when customers reach their destination and beyond. Whether it's ensuring that beloved family pets can be comfortably transported on the plane of a customer's choice or arranging transport in a remote location at short notice, the Victor team makes sure every journey runs smoothly from start to finish.

## About Victor

Victor has taken on the world of private jet charters to make comparing, booking and managing a flight easier and faster than ever before. Membership is free and there are no hidden costs or surcharges. Victor instantly delivers price estimates by aircraft type and category. Then shortly after, the final booking process delivers competitive chartered quotes so that members can compare the best aircrafts, operators and prices. Victor's unique combination of smart technology, transparency and exceptional customer service means that more than 13,700 members, with access to 7,000 aircraft – more than 900 of them from operators that have partnered with us – are always connected and in control. For the past three years, Victor has achieved 300 percent year-on-year growth and in 2013 was honoured at the Walpole British Luxury Awards as the 'Brand of Tomorrow', as well as winning TTG's 'Leading Edge' Award. For more information visit [www.flyvictor.com](http://www.flyvictor.com).

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