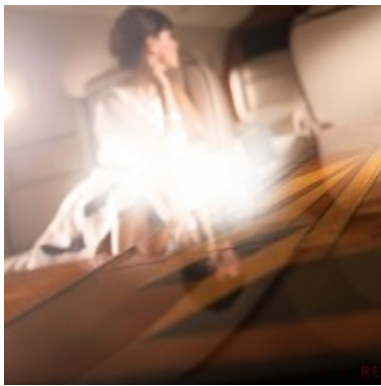


OUT OF HOME

## Sky is the limit for Flexjet's new Red Label

September 16, 2015



*Flexjet Red Label interior*

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By FORREST CARDAMENIS

Fractional jet ownership company Flexjet is taking aerial travel to new heights with the launch of Red Label.

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**Luxury Daily**

Among the innovations of Red Label, which Flexjet is calling “the future of fractional,” is single-aircraft flight crews. The launch, which coincides with the brand’s 20th anniversary, symbolizes a continued dedication to innovation and excellence in fractional jet ownership.

“In 2013, Flexjet’s executive team began a two-year effort to develop their vision for the future of fractional by seeking to anticipate and fulfill owners’ desires in every conceivable aspect of the flight experience,” said Matt Doyle, executive vice president of sales, [Flexjet](#), Dallas, TX. “Our twentieth anniversary was the perfect time to bring Red Label to the marketplace.”

Up, up and away

The “One Flight Crew, One Aircraft,” a first in the industry, is the biggest adjustment made for the Red Label, and is aimed at increasing confidence for pilots, crews and

consumers.

“This is a model that has been used by the military for years,” Mr Doyle said. “It instills a sense of confidence and ownership in the aircraft and allows the pilot to become more intimately familiar with their aircraft. Red Label pilots will be exclusive to their very own Flexjet aircraft, akin to what both pilots and owners experience in whole aircraft ownership.”



*Each Red Label jets will have a dedicated crew*

In addition to the “One Flight Crew, One Aircraft” model, Red Label flights will also contain cabins upholstered in hand-stitched suede and leather boasting warm colors and luxurious seating configurations. In particular, The LearJet 75LXi is highlighted for its fold-down ottoman and six-person seating arrangement, while others will have lounges and other custom designs.

“The detailed interiors of our LXi cabin collection are exceptional,” Mr. Doyle said. “We developed thematics around three sets of interiors per jet type that are distinctive yet compliment the jet. These interiors provide surprise and delight to each owner.”

**FLEXJET**  
**RED LABEL**

*Flexjet Red Label logo*

“Current and prospective owners who have had a sneak peek at the first Red Label aircraft are impressed by their luxury and superior quality, many expressing that it will be hard to ever go back to a traditional business jet interior,” said Michael Silvestro, CEO of Flexjet. “The comfort and aesthetic touches of Red Label are truly one of a kind, and we are excited about bringing crews dedicated to a single aircraft to the fractional model, offering individuals who fly with us a deep sense of familiarity and confidence.”



*Learjet 75 LXi*

Red Label jets, all of which are less than five years old, will feature a dedicated aviation engineer onboard every international flight, with an average age of just 1.5 years. The age of the planes also means that the jets have increased speed and reduced fuel burn, and their cabins support connectivity for smart phones, wearables and other devices. Along with design and dedicated crew, the improvements to the jets themselves will ensure consumers a luxurious travel experience.



*Gulfstream G450*

Down to earth

Other private jet brands have taken different measures to outpace competitors.

Last September, in response to the popularity of chartered jets, private aviator Jet Edge International enhanced its fleet with the addition of two new aircrafts.

The charter company's new additions include a Gulfstream GIVSP and a Gulfstream GIV, both of which align with Jet Edge's large-cabin aircrafts already available. By building an impressive fleet of large-cabin jets, Jet Edge will attract travelers lured by the quality of private air transportation provided ([see story](#)).

The Red Label initiative exemplifies Flexjet's dedication to staying ahead of its competition, but is just the latest way that Flexjet has innovated to appeal to consumers.

In June, the brand unveiled a new Web site that immerses the consumer in images and video to create an integrated digital experience.

Owners, clients and visitors are able to gain insight into the Flexjet fleet and the experiences available through different programs. The imagery used throughout the Web site redesign and the 3-Dimensional experiences available will take private aviation consumers on a new digital journey that will likely spark interest in Flexjet and its offerings ([see story](#)).

"All of the elements of Red Label are unique to Flexjet," Mr. Doyle said. "The most unique Red Label element is dedicating a crew to a single jet. No other fractional jet ownership company does this.

"In addition, our jets are the youngest in the industry," he said. "Others may claim to be the largest in the fractional jet space, but Red Label by Flexjet ensures that Flexjet is indeed the finest and most owner-centric provider of private jet travel in the world."

Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily, New York*

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