

TRAVEL AND HOSPITALITY

## JetSmarter works with CarHopper to offer luxury on the ground

August 22, 2018



*JetSmarter's new partnership seeks to improve the unique value of membership. Image credit: JetSmarter*

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By STAFF REPORTS

Private aviation company JetSmarter is helping its passengers seamlessly receive high-end ground transportation through a partnership with CarHopper.

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Exotic car rental service CarHopper is providing JetSmarter members with the ability to rent vehicles directly through the latter's mobile application. Members will be able to book rentals with brands such as Ferrari, Bentley and Lamborghini.

"This partnership reaffirms our commitment to transform the luxury travel business model with a trusted marketplace of luxury cars that seamlessly connects quality suppliers with JetSmarter clients," said Bora Hamamcioglu, founder and CEO of CarHopper, in a statement.

### Flying and driving

This partnership means CarHopper will be the sole provider of luxury car rentals for JetSmarter.

In addition to availability on the app, members can use JetSmarter's 24/7 concierge service. To book on the app, users can do so similar to the way they book flights under the Member Benefits page.

Drivers can search for cars by date and destination and confirm booking directly within the app.

CarHopper for JetSmarter members is only available in Miami; Fort Lauderdale, FL; Los Angeles; Las Vegas; San Francisco and New York, as well as the Hamptons.



*JetSmarter members will be able to book CarHopper vehicles in the JetSmarter App. Image credit: CarHopper*

"It makes perfect sense for us to partner with CarHopper. Like JetSmarter, they are an innovative brand based in South Florida, and share a vision to transform luxury travel with intuitive technology," said Kyle Madan, senior vice president of finance and strategic development of JetSmarter, in a statement. "Joining forces allows us to further expand our elite travel services to our passengers as we continue to streamline the process of luxury travel, making it as it should be: easy and exciting."

The partnership has been announced following the private aviation company reporting triple-digit growth year-over-year in seat bookings, indicating a strong desire among affluent travelers for disruptive jet services.

JetSmarter reports that seat bookings have increased by 116 percent year-over-year. JetSmarter's innovative take on private aviation, allowing customers to rent seats rather than the entire jet, has made it a popular choice among young affluent travelers ([see story](#)).

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