

TRAVEL AND HOSPITALITY

## Flexjet appeals to auto aficionados at Monterey Car Week

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*Flexjet will have a tent at The Quail, A Motorsports Gathering. Image credit: The Quail*

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By STAFF REPORTS

As automotive enthusiasts travel to Monterey County in California this week for the local Car Week, fractional private plane company Flexjet is engaging its owners through exclusive experiences.

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Flexjet will be hosting dinners, driving opportunities and entertainment, including giving owners access to automaker events. Aside from providing travel services, private jet firms often offer additional perks to their clients, extending the benefits of ownership or membership to include experiences on the ground.

### Driving experiences

Luxury automakers from around the world are celebrating milestones and touting new models at Monterey Car Week, including at the iconic Pebble Beach Concours d'Elegance.

Running through Aug. 18, Monterey Car Week is America's most prestigious automotive event. Automakers leverage unique experiences and share innovative concepts to reward loyal drivers and earn headlines ([see story](#)).

Flexjet's events for its owners will run from Aug. 16 to 18.

At The Quail, A Motorsports Gathering, Flexjet will have a hospitality tent that will serve breakfast and Italian-style cafe items. Flexjet is also teaming with menswear label Isaia on a bocce court that is only open to the aviation firm's owners.

Similarly, Flexjet will have a tent at the Pebble Beach Concours d'Elegance on Aug. 18. The VIP area will be situated at the 18th hole nearby to the judges' table.



*The Home of Bentley experience at Pebble Beach. Image credit: Bentley Motors*

Flexjet is also working with automakers to give its owners access to events that would otherwise not be open to the public. The Bentley Beach dinner is usually reserved for top customers and brand executives, but some Flexjet owners will be able to attend this year.

On Aug. 17, Flexjet is also giving its owners the chance to attend Casa Ferrari. This event includes test drives of the brand's cars, a cocktail party and film screening.

Flexjet saw a strong interest in the owner experiences, with tickets for the events selling out in days.

"What we have in store this weekend for our owners is sure to result in a genuinely remarkable experience we believe can be found only as a member of the Flexjet family," said Megan Wolf, chief operating officer at Flexjet, in a statement. "We look forward each year to finding new opportunities to fuel their passions and offer a chance to spend time in the relaxed environment the California coast provides."

Beyond Monterey Car Week, Flexjet is ramping up offerings for its owners with one-of-a-kind experiences exclusive to them.

Partnerships with brands such as Hublot, sports outfitter Beretta, bespoke tailor Isaia, audio maker Master & Dynamic, California Caviar Company and Dean & DeLuca give owners access to special offerings. In addition, the firm will offer unprecedented access to wineries, hotels, resorts and other travel experiences ([see story](#)).