

LUNAJETS LAUNCHES ITS NEW PRIVATE JET BOOKING APP

At the same time as EBACE, the business aviation conference, is opening its doors, LunaJets, the leading aircraft charter company through an online platform, will launch its second mobile app. Developed through very simple ergonomics, the app is completely free and boasts a number of unique functions that perfectly supplement LunaJets' model without replacing the human expertise that is such an essential part of their service. It is available on the Apple Store, Android Google Play Store and Blackberry App World.

The LunaJets App: everything you need for your private flight

The LunaJets App is composed of four submenus.

The 'Request a flight' menu allows you to make flight requests that reach LunaJets' sales team, who are available 24/7, in real time. In addition to standard information, such as departure and arrival cities, the number of stops required or the number of passengers, the App consists of many never before seen functions. It is even possible to choose the number of pets travelling on board! Simply slide your finger over the figures to choose the number of passengers.

The second menu gives you access to your own private profile, which enables you to access all your preferred routes and travel information.

The 'Empty legs' menu provides live updates of all available empty legs, including the aircraft's capacity, flight dates and times and prices. In fact, LunaJets was the first to propose this low-cost system of commercialisation of empty return flights. This information is also permanently running across the home page ticker. For example, a flight from Moscow to Paris in a Gulfstream 450 could be offered at just €15,700, instead of €41,000.

The 'Aircraft' menu lists all the types of aircraft that are available on the market, categorised by capacity and by range. Extremely simple and efficient, the app makes travel easy and provides information that is useful for all private jet passengers.

Finally, the icons bar provides rapid shortcuts to their 24/7 hotline, messages and settings.

'Pay less & fly more', thanks to LunaJets' expert team

LunaJets fills the position of premium value service provider for all types of private flights by allowing their clients to "pay less & fly more" with an exceptional quality of service.

Based at Geneva airport and available 24/7, LunaJets' young and multilingual team, averaging 29 years of age and speaking 10 languages between the 22 employees, has been trained to provide both technical expertise and service excellence (École Hôtelière de Lausanne) and works in a single office with a "trading floor" atmosphere to respond to worldwide demand. LunaJets' start-up spirit and perfect combination of technology and human interaction is focused on finding the best private flight solutions for the lowest prices.

At a time when offers are increasingly competitive and the market has reached a point of maturity that requires those involved to stand out from the crowd, LunaJets is taking the opportunity to explain its vision of the business.

Using technology but still prioritising service

LunaJets' president Eymeric Segard stresses the importance of client expectations and recalls the limitations of technology: *"Business aviation is a luxury service in a very complex industry. Extremely attentive human supervision will always be necessary; from flight requests to administrative formalities, but also during the flight due to our commitment to flexibility, including: itinerary changes, a personalised on-board service, the transportation of works of art, passenger delays, Air Traffic Control delays, adverse weather conditions etc. The list is endless. It is impossible to manage all these eventualities through a simple mobile app."*

A fact that in no way negates the launch of a mobile app:

"These 'online-only automated websites' proudly market themselves as price comparison platforms, but in fact means: they 'forward' directly automatic quotations and un-negotiated prices from jet operators to clients without any advice regarding aircraft, flight information and airport restrictions. We wanted to integrate in our app LunaJets' primary selling point: impartial advice, which significantly enhances our capacity to negotiate the best prices from operators, therefore greatly benefiting our clients."

ABOUT LUNAJETS

LunaJets was founded in 2007 by the advertiser Eymeric Segard with a \$2M investment and the company has since become the leading private jet booking platform in Europe. Since it was created, LunaJets' growth has been extremely impressive: 40% in 2014, 55% in the first quarter of 2015. The sales revenue of \$20 million in 2014 should reach \$30 million in 2015.

A pioneer in introducing empty leg offers (the commercialization of empty return flights at a lower cost), LunaJets quickly extended its range of services to include on-demand charter, last-minute flights, transatlantic flights, multi-destination trips, medical evacuations, large aircraft (200+ seats), transport of works of art and other valuables and flights with household pets.

LunaJets offers direct access to a global selection of 4,800 business aircraft (all less than 15 years old). In 2014, LunaJets operated 1,500 flights, a vast increase on 100 flights in 2008. The objective for 2015 is to carry out 2,200 operations. Their clients are predominantly companies (60%) that use business aviation to improve efficiency and productivity to allow them to reach their final destination without connections and imposed time slots, thereby substantially reducing travel time and costs

PRESS CONTACT

Pascale Nizet – pascale(at)nizet.aero - +33 6 03 74 18 42

Images from the app are available