



STRATAJET

PRESS RELEASE

September 7, 2016

**STRATAJET SET TO REVOLUTIONIZE PRIVATE AVIATION IN
NORTH AMERICA**

[Stratajet](#), the world's first platform that allows customers to search for, compare and book private jets flights in real-time, has today gone live in the U.S.

Described as 'the world's most sophisticated price comparison website,' Stratajet is the only platform in the world that allows you to book your own private jet, on your own terms.

The company, which launched across Europe in April, has now extended its service to enable customers to book private jet flights to and from U.S. destinations. With flights available from over 2,100 airfields across Europe and a further 2,500 in North America, Stratajet's vision to open up private jet travel to the mainstream traveler is fast becoming a reality.

Stratajet uses cutting-edge technology to address the inefficiency and wastage that exist in private aviation. These problems have, to date, held the industry back from it being accepted as a valid form of transport due to hiked prices for the passenger.

Wishing to eliminate these problems, Jonny Nicol, a former British Armed Forces officer and pilot and computer scientist, set out in 2011, to design a program that would automate the industry. A labor of love, including a five-year development period due to the sophistication of the technology required, Stratajet was the result, with the unique ability to streamline the time-consuming traditional means of booking a private jet by phoning a broker. Stratajet also has the capability to solve the industry's problem that 40% of private jet flights currently fly with no passengers. By including existing empty



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legs in its search, and adapting these to make them suit the passenger, the cost of private jet travel can be reduced, whilst providing operators with a higher profit margin.

Since going live in 44 countries across Europe in April 2016, Stratajet has enjoyed considerable success, seeing growth well ahead of targets in terms of bookings and seeing growth well ahead of targets. Flight bookings have increased by 190% since April and customer registrations now numbering over 4,750. What's more, in the short time since launching, Stratajet has generated an unprecedented four million accurate and immediately bookable private jet flight quotes, proving how effective the system can be at giving a wider range of travelers access to the private jet industry.

The expansion into North America, follows a rigorous coast to coast tour – coined 'Operation Mayflower' by Nicol due to his military background – which involved him personally flying Stratajet's chieftain aircraft to meet and vet aircraft operators. With 500 aircraft currently on the system, Stratajet is now able to provide real-time, accurate prices and availability of private jets across the U.S., while Nicol and his team will continue to visit additional operators to further expand the service offering.

Stratajet Founder and CEO, Jonny Nicol, said, "This is a very exciting time for Stratajet, as we aim to remove the perception that private aviation is reserved exclusively for the rich and famous. Following the success of the platform in Europe, we know that the automization of this old-fashioned industry is paving the way for a wider audience to have access to private jet travel. As such, the launch of the platform into the U.S. market is a huge step in the direction of further eliminating the industry's inefficiency and wastage, thus improving profitability jet operator, lowering costs for passengers and making private aviation more widely available to the mainstream traveler."

Further plans to grow the Stratajet platform include adding French and German-language websites for ease of access for European customers as well as expanding into the Middle East market.



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Notes to Editors:

For press enquiries please contact:

James Gwinnett and Matt Village

Brazil

Tel: +44 (0) 20 7785 7383

E: stratajet@agencybrazil.com

Stratajet App:

Download the Stratajet iOS App [here](#).

About Stratajet:

Stratajet is the world's first real-time private jet booking platform using the power of technology to give its passengers total control and freedom. By providing access to aircraft in this manner, Stratajet is helping to achieve increased revenue and efficiency for operators, whilst helping to bring down costs for the consumer.