



Brussels, 13 January 2009

Dear Editor,

Here's a contentious statement: with the economy the way it is and with key markets as flat as they are, now is the perfect time to own or use a business aircraft.

It certainly has not gone unnoticed that several major corporations, particularly in the US, are under fire for operating a company aircraft. The general consensus among the less informed it seems is that these aircraft are merely perks for overpaid, undeserving CEOs. Little is ever printed about the fact that most business aircraft – and I say most because, like in any other business tool they are not ALWAYS used wisely – are undeniably the best and often only way for executives to maximize their productivity; attend multiple meetings in multiple destinations within the course of one or two days, to get contracts signed and develop new business.

With a faltering economy and diminishing business confidence, now is the time to seek new clients and deals, and service the customer base more proactively and efficiently than ever before. Forward-thinkers are beginning to promote aggressively services and products, to increase profile, to cement reputations and increase market share in a diminishing market. They know that short-sighted competitors will be doing quite the opposite – cutting marketing budgets, depleting the workforce and cutting corners – in a vain attempt to rescue the bottom-line.

So in the face of airline consolidation and declining service levels, including short-notice route cancellations and interrupted schedules, business aviation is increasingly revealed for what it truly is – a significant and affordable tool for growth.

Don't damn them as a luxury or leave them in the hangar wasting money, use them now as the essential tool they are to re-establish your business and build the foundations of recovery.



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