



## *Aircraft Ownership Simplified*

### **Company Backgrounder**

#### **Company History:**

Founded in Austin, Texas, by Jeffery Cullen, PlaneSmart! Aviation provides an innovative and hassle-free way for owner-pilots to enjoy the benefits of private air travel at a fraction of the cost. Clients get ownership of the world's best-selling single-engine plane – the Cirrus SR22 – and also have access to a fleet of identically-equipped, well maintained, professionally-managed Cirrus SR22s. As one of the region's top fractional aircraft ownership programs, PlaneSmart! Aviation manages all of the details of general aircraft ownership such as maintenance, storage, scheduling and insurance and provides the owner-pilot with the "right-size" of aircraft for their needs, along with a top-of-the-line ownership experience.

Since its founding in February 2003, PlaneSmart! Aviation has steadily grown, increasing its fleet of Cirrus aircraft and exploring new business markets across the country:

- In September 2004, PlaneSmart! Aviation began providing Fractional Aircraft Ownership options to the Austin market.
- On October 10, 2004, PlaneSmart! Aviation completed the Cirrus Standardized Flight Instructor certification.
- In September 2005, PlaneSmart! Aviation moved headquarters to Dallas, Texas and opened a sales office at the Addison Airport. The Dallas-Fort Worth area has more than 14,000 pilots and an upscale community demographic perfect for the PlaneSmart! Aviation concept.
- In November 2005, PlaneSmart! Aviation introduced the position of Customer Service Coordinator to handle scheduling and a myriad of other customer relations that moved PlaneSmart! Aviation's level of customer service to new and higher standards.
- In August 2006, PlaneSmart! Aviation became certified as a Cirrus Factory Authorized and Certified Training Center.
- In October 2006, the position of Operations Coordinator to handle maintenance issues, database updates, and all other aircraft operational related activities. This position further complements PlaneSmart! Aviation's philosophy of customer service.
- In December 2006, PlaneSmart! Aviation added the position of Director of Safety, Training and Standardization. This individual flies with each PlaneSmart! program owner at the beginning of the contract and at least once every six months to assure that all program participants achieve the highest level of flight proficiency, awareness and understanding to the latest Cirrus training techniques and PlaneSmart! program policies and advances.
- In June 2007, PlaneSmart! signs deal with Cirrus Design to replace entire fleet of SR22-G2 aircraft with brand new SR22-G3 turbo-normalized aircraft. This is the largest deal of its kind with Cirrus and will allow PlaneSmart! customers to fly the latest in state-of-the-art advances while traveling farther, faster, higher and safer than ever before.

#### **Concierge Service for the Skies**

PlaneSmart! Aviation provides a full-service, red carpet experience for owner-pilots, managing all of the ancillary services to maintaining and caring for a plane, such as fuel, scheduling, maintenance and insurance. A fully-staffed and equipped Operational Control Center acts as a clearinghouse for information and coordination in handling customer requests, accounting, maintenance management and storage of all aircraft.

## **Business Benefits**

The PlaneSmart! Aviation client roster comprises of both the traditional aviation customer (FAA pilots, student pilots, etc) and the non-aviation customer, which includes business professionals such as doctors, lawyers, property developers, professional athletes and more. Fractional ownership with PlaneSmart! Aviation helps businesses save time, generates higher rates of productivity, ensures security and safety, projects a positive business image and entrepreneurial spirit, and maximizes peace-of-mind and convenience.

## **Future Markets**

PlaneSmart! Aviation currently serves the Austin and Dallas/Ft. Worth metropolitan areas. PlaneSmart! has plans to grow into new Texas markets, targeting Houston and San Antonio first. Additional market expansion include Phoenix, Las Vegas, Los Angeles, San Francisco, Seattle, Salt Lake City and Denver. Along the way, PlaneSmart! will quadruple its current fleet of aircraft to more than two-dozen planes.