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*THE ROLLS-ROYCE ENTHUSIASTS' CLUB*  
*— 2012 YEARBOOK —*  
*A Celebration of Excellence*

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# JOIN THE *jet set*

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WITH HALF A CENTURY OF AVIATION EXPERTISE, JETCRAFT CORPORATION IS  
FLYING THE FLAG FOR BUSINESS AIR TRAVEL AROUND THE WORLD

With global markets and international clients now increasingly the norm rather than the exception, being able to travel long distances quickly and reliably has become essential in the modern business world. Many companies are opting to eschew the default option of commercial air travel in favour of acquiring their own aeroplane, but in such a complex industry, expert guidance is required to ensure that the right plane is chosen at the right price.



That's where Jetcraft Corporation comes in. With five American offices as well as presence in Switzerland, Dubai and Moscow, this renowned company boasts a wealth of experience in every area of the business aviation industry. Having conducted more than 1300 aircraft transactions since its inception in 1961, Jetcraft has become one of the longest-serving organisations in aviation history, with the majority of its business generated from repeat customers and personal recommendations.

The 50th anniversary of Jetcraft Corporation is a timely moment to consider the meteoric ascent of a company founded almost by accident, and still based in its original North Carolina location. The founder, Charles Oliver, better known as 'Bucky', acquired a flight training operation at Raleigh-Durham International Airport in 1961 as repayment for a loan. However, it was an American tax bill passed a quarter of a century later that catalysed the company's biggest period of growth, as leasing aeroplanes became more economically sound than purchasing for many organisations. Bucky established American Aircraft Leasing, drawing on his extensive industry contacts, and the following year, this nascent enterprise was rebranded as Jetcraft Corporation.

**LOCAL KNOWLEDGE:** Since 1987, Jetcraft has expanded to become a trusted conductor of aircraft transactions in more than 20 different countries, combining a global reputation with admirable knowledge of local markets. Today, the brand is associated with a basket of activities, including sales, brokerage, trades, acquisitions, inventory transactions, customised completions and an avionics programme. Expertise permeates every level of the organisation, giving clients the automatic reassurance that comes from dealing with knowledgeable, experienced staff. Chad Anderson, President of Jetcraft, describes this as 'honest market intellect, amassed over our many collective years of working in all facets of the business'.

Thanks to this long-standing industry experience and its worldwide partnerships, Jetcraft

attracts consistently high levels of interest from both buyers and sellers of business and private aircraft, often directly brokering deals between different parties. The company regularly purchases planes from sellers, keeping them until a suitable buyer is found. In 2008, Jetcraft completed a record 55 transactions, and as board member and partner Jahid Fazal-Karim says, the tougher economic climate since then hasn't significantly impacted upon business. 'For a time, there was a period of uncertainty for everyone, but at Jetcraft our financial strength and business longevity saw us through,' he says. 'We want to be ready with a plan for change in anticipation of what we believe the market will do, not simply react to a changing market. These strategies should serve us well through the foreseeable future.'

**RIGOROUS STANDARDS:** One of the more recent developments in the Jetcraft Corporation story occurred in 2001, with the foundation of the Jetcraft-ed™ programme. This rigorous series of aircraft quality checks and standards provides a comprehensive dossier on each aeroplane's history, as well as adding a full programme of upgrades from avionics through to interior fixtures and entertainment systems. While potential purchasers are fully consulted to ensure that they buy the right planes for their requirements, the Jetcraft-ed™ programme standardises the calibre of each accredited aircraft. Quality remains a cornerstone of the firm's operations, with world-class service tailored around the needs of each customer.

Contact: [www.jetcraft.com](http://www.jetcraft.com)

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