

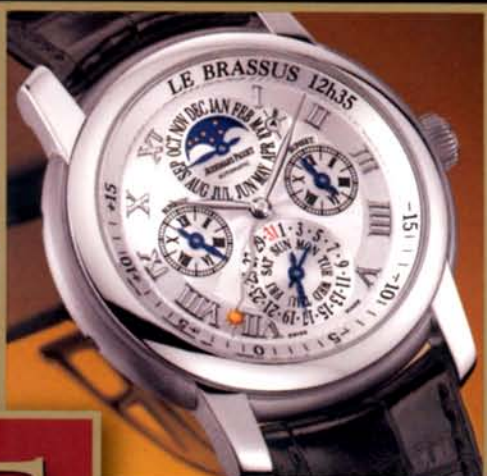
Our 2006 LUXURY PORTFOLIO



SPECIAL ISSUE

Robb Report

FOR THE LUXURY LIFESTYLE™



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ROMANCE RENEWED

People who charter aircraft often find that expenses mount in unexpected ways. Recognizing this, Michael Napoliello, founder and chairman of **SkyBridge Private Air**, is redefining his company. "Most charter operators will tell you they're in the air transportation business," he notes. "Instead, we perceive ourselves as a luxury travel service company that covers other common aspects of your trip." With the company's Platinum Membership, launched in April, travelers receive not only typical air chartering but also complimentary limousine service, catering, concierge and travel management assistance, and emergency medical support, all for one price.

The company's rates remain competitive, however. Costs range from \$3,250 per hour for a light Citation II, Beechjet 400A, or Lear 35 to \$9,600 per hour for a large Gulfstream G-IV or G-V, Falcon 900, or Legacy. In the midrange, SkyBridge offers planes such as the Hawker 800XP and Citation Excel for about \$4,650 per hour.

As it reengineers, SkyBridge is focusing particularly on leisure travel. —M.S.

*SkyBridge Private Air, 888.759.0001,
www.skybridgeprivateair.com*
