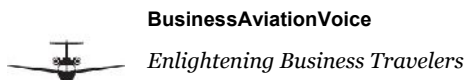


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BUSINESS 10/25/2016 @ 8:00AM | 1,216 views

JetBlue Takes Shine to JetSuite



Tony Velocci , Business Aviation

Whatever challenges may lie ahead for JetSuite, one of the largest private jet companies in the U.S.—and quite possibly the fastest growing public air charter business—it would seem that capital to fuel its continued expansion isn't among them.

As of today, JetBlue Airways—which experienced its own meteoric rise following its founding in 1999—is JetSuite's newest investor; it purchased a minority equity stake.



JetBlue has taken its partnership one step further by becoming an investor. Members of JetBlue's customer loyalty program already are able to earn True Blue points on all JetSuiteX flights.

Alex Wilcox, who helped launch JetBlue and now serves as JetSuite's chief executive officer, said the addition of JetBlue as a shareholder and strategic partner will allow JetSuite to accelerate its growth. From JetBlue President and CEO Robin Hayes' perspective, the investment makes sense as the New York City-

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based airline continues to implement a West Coast strategy and invests in innovative ideas that reflect the disruptive spirit of JetBlue.

Members of TrueBlue, JetBlue's customer loyalty program already can earn TrueBlue points on all JetSuiteX flights. As part of JetBlue's plan to expand its customer base on the West Coast and provide access to new geographic areas, the two companies plan to explore opportunities for further cooperation.

Most recently, JetSuite arranged to acquire up to ten 30-seat Embraer EMB-135 jets to complement its existing fleet of Phenom 100 and Citation CJ3 aircraft. In parallel with its fleet expansion, the company launched a new public charter operator called JetSuiteX, with connecting flights from the San Francisco Bay area to Las Vegas and the Los Angeles market, as well as flights connecting some other western cities.

Knowing Wilcox, chances are JetSuite already has its next moves lined up. Don't be surprised if there are further announcements in the near term.