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## PRIVATAIR AND DESIGN INVESTMENT LAUNCH

### PRIVATFIRST DESIGN CONCEPT

PrivatAir, a leading international business aviation company, and Design Investment, a Swiss design company for new and innovative business ideas, publicly announced their collaboration today on a design concept entitled PrivatFirst.

PrivatFirst, a cabin interior concept based on narrow-body aircraft such as Airbus A319LR and the Boeing Business Jet, was launched as a premium interior concept breaking the boundaries of first class travel. It offers luxurious and spacious private cabins for its passengers, rekindling the atmosphere of the Golden Age of Aviation in the 1930s. PrivatFirst is the first feasible design concept for the niche, left by the grounding of Concorde and the decline of scheduled First Class offerings.

The interior offers two types of cabin layouts, outfitted for either single or double occupancy. All cabins are luxuriously appointed, with full-size beds, affording its occupants a maximum of privacy. Furthermore, the concept includes a Lounge Area, in which travelers will be able to relax and enjoy the social aspects of their voyage. The result is a travel experience unequalled in terms of luxury, comfort, and exclusivity.

With PrivatFirst, Design Investment has enabled PrivatAir to bring the idea of a narrow-body First Class Airliner Service forward, completing an initial design evaluation and developing a feasible design concept. The result is nothing less than spectacular, allowing PrivatAir to further demonstrate its position at the forefront of innovation in the business aviation and private travel industries.

"PrivatAir has always been known for its exceptional level of service within the aviation industry", explains Dave Kinson, COO Europe & Middle East of PrivatAir. "The concept developed in collaboration with Design Investment shows the future of First Class travel." Mark Collins, Co-Founder of Design Investment, adds "PrivatFirst proved to us that narrow-body First Class Airliner concepts were not only feasible, but would also be attractive to the traditional First-Class passenger. It therefore gives us a firm base from which to further develop the concept, and we look forward to our continued collaboration."