



TAKE AIR

ALL YOU CAN FLY MEMBERSHIP AIRLINE

Press Release

The Aviation Factory launches new Belgian airline

Take Air to be first all-you-can-fly membership airline in Europe

Antwerp, 4 December 2014 – Belgium's newest airline is Take Air, the first all-you-can-fly membership airline in Europe. Its innovative concept offers unlimited flights for a fixed monthly fee. Take Air only uses business aircraft from General Aviation Terminals that are also used for private and business flights. This allows passengers to check in up to 15 minutes before departure without any stress, luggage hassle or long queues. Take Air will start with two scheduled flights: Antwerp-Zurich and Paris-London. Its first flight is scheduled in March 2015. You can now register for the Take Air waiting list on www.flytakeair.com

Take Air is the first new airline to be established in Belgium since 2003. In 2014, the world of aviation has become so different that new business models are being introduced. "Take Air is not just another airline," Take Air founder and General Manager Matthieu Dardenne says. "It is the first all-you-can-fly membership airline launched in Europe. As a Take Air member, you enjoy unlimited Take Air flights and the best of what aviation currently has to offer: hassle-free air travel that saves time and avoids any unpleasant surprises. It is the ideal solution for anyone who flies a lot for business or personal reasons. Memberships start at 1,650€ per month without any hidden extras."

Flexible, comfortable and time-saving

Take Air only flies business aircraft – such as the Beechcraft King Air 200 and 350 – from and to the business terminals (General Aviation Terminals). This provides members a high level of comfort with a lounge, meeting rooms, sufficient in-flight legroom and no long security or boarding queues. They will no longer have to look for a parking space as they can park right by the terminal. "If you travel to a certain destination more than twice a month, Take Air can already offer you better value, save you time and give you more travel comfort," Matthieu Dardenne adds. "Flying with us will easily save you 90 minutes on each leg of your trip, as you can check in up to 15 minutes before departure. This should not be underestimated. As a Take Air member, you also receive the personal assistance of an Airport Angel, who will be there to help you organise your travel. Our web app allows you to book and cancel your flights in less than 30 seconds."

150 possible connections in Europe

Take Air focuses on routes under 90 minutes of flight that provide a strategic or economic link. It is no coincidence that Take Air's first scheduled flights are between Antwerp and Zurich and Paris and London. These connections were chosen following a comprehensive study of the entire Take Air concept performed by Vlerick Business School. According to the study, no less than 150 European destinations are suitable for Take Air's concept. It is therefore Take Air's ambition to add a number of new connections to its range every 6 months. The Take Air website always allows users to request routes for the future.



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Frequent daily flights

Take Air will start its operations in March 2015 with several daily flights between Antwerp and Zurich and Paris and London. The objective is to offer up to 5 flights a day in each direction.

In Antwerp, flights will depart from the new General Aviation Terminal (GAT) that will open in 2015.

More information and memberships: www.flytakeair.com

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Press briefing – Wednesday 10 December at 11am – Antwerp Airport (General Aviation Terminal)

Take Air & The Aviation Factory are organising a press briefing on Wednesday 10 December at their Antwerp Airport location. Take Air founder Matthieu Dardenne and The Aviation Factory co-founder Carl Legein will reveal more details on the vision, ambitions and business objectives of Take Air and they will demonstrate the booking process and check-in procedure. Visitors will also be given a presentation on the aircraft type and a preview tour of the new Antwerp Airport terminal.

Venue: The Aviation Factory office, Luchthavenlei 1, 2100 Antwerp

If you would like to attend, please drop jothuys@soundofc.be a line.

About The Aviation Factory

The Aviation Factory is an Antwerp-based aviation broker with branches in France, the Netherlands and Spain. The Aviation Factory is also a testing ground for innovative concepts in the aviation industry. Previously, The Aviation Factory launched boutique airline *VizionAir*, empty leg flights via *Jethopper*, airport assistance by *Airport Angels* and *Gaborone Express*, a corporate shuttle between Johannesburg and Gaborone.

More information: www.the-aviation-factory.com

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