

## Blink - Europe's first air taxi launches

- Largest fleet of Cessna Citation Mustangs to power Blink -

LONDON - Blink, Europe's first air taxi service, announced today that it will commence operations in May 2008, having successfully completed a \$30 million round of equity funding with European investors and placed a 30 aircraft order for the Cessna Citation Mustang earlier this year. The value of the order is approximately \$90 million. With 30 Mustangs on order, Blink is the largest Mustang customer in the world.

Here is our exclusive interview with Peter Leiman and Peter Ogden, co-founders of Blink:

VLJ Magazine: Congratulations on your entry as the first European entry into the VLJ commercial operations business. Describe the operating model.

Blink: Blink is Europe's first air taxi. It is redefining short haul travel by providing on-demand, cost competitive, personalised travel.

Blink will operate 30 Cessna Citation Mustang's in the Blink Destination Network of up to 600 airports in Western Europe. By taking the principals of low-cost aviation and applying them to private travel Blink will be able to offer the service at a cost competitive with business class commercial travel and up to half the cost of a private jet.

Blink's Destination Network is designed to minimise deadhead, increase utilisation while managing costs.

Blink is focussed on providing pan-European businesses with a tool to move their executives quickly and efficiently around Europe. With Blink businesses will be more efficient, have more productive employees who enjoy a greater quality of life by taking out the hassle of using crowded airports and inflexible scheduled flights.

VLJM:..You have chosen the air charter model over the per-seat operation. Do you foresee pursuing to per-seat market?

Blink: Through our market analysis and discussions with customers we have determined there is significant demand to move teams of executives around.

VLJM: What drove your choice of Cessna Mustang?

Blink: We spent significant amount of time analysing the various aircraft. The ability to make the air taxi model work is wholly dependent on the right choice of aircraft at the right price. We believe that, with the Mustang, we have the best very light jet on the market.

It is the most efficient aircraft available and the most advanced. It has the quietest engines and with its steep dive capabilities is able to get in and out of more airports than any of our rivals. We are also confident that the comfort levels in the Mustang will be the best-in-class.

VLJM: What is your delivery schedule?

Blink: Our deliveries start in May 2008 and the 30 aircraft are delivered over the next two and a half years at an average of one a month.

VLJM: When does Blink plan on accepting reservations?

Blink: Blink will start flying from May 2008.

VLJM: Will you be focusing on the personal or business user?

Blink: While we are happy to fly anyone our primary focus will be the business market. Businesses will be able to extract the greatest benefits from Blink in terms of enhancing executive productivity, driving business efficiency and increasing quality of life.

VLJM: How large do you see the European commercial VLJ operator space becoming by 2010?

Blink: We see the European commercial VLJ operator space being worth \$100m in 2010 and £2bn in 2017

VLJM: How can Blink be contacted?

Blink: Through our website [www.flyblink.co.uk](http://www.flyblink.co.uk)

VLJM: anything else you care to add...

Blink will be first to market with an air taxi service In Europe &ndash; over a year ahead of any rival. Thanks, Bill!

Now I am in Wasaw, Shanghai next, then Cologne. I'll be spreading the word on Very Light Jets as I prepare my presentation for the Air Taxi convention Jan. 23-25 in Ft. Lauderdale <http://www.miuevents.com/speakers/iatc>

and a guest appearance in London at Introducing VLJs To Europe as the guest of the Royal Aeronautical Society. <http://www.aerosociety.com/conference/>  
See you there?