



# ABOVE CLEARED FOR TAKE-OFF

News / Business aviation



**Following approval from the UK Civil Aviation Authority, above™ is ready to start commercial operations, bringing a fresh approach to private aviation. Operating from its base at Birmingham Airport's XLR Executive Jet Centre, above launches with 25 published fixed-price, city pair destinations across the UK and Europe, alongside flexible on-demand private charter services via charter brokers, aboard its Embraer Phenom 100 (G-FABV). A second Phenom 100 has already been identified, along with discussion about where to position it, regionally.**

above™ has been built around a long-held belief: customers buy time. Created for today's Modern Achievers — entrepreneurs, founders, professionals and their families who value time, flexibility and experiences — above™ believes private aviation should be straightforward, transparent and centred on maximising life's most valuable asset: time.

above™ launches with a portfolio of fixed-price charter routes from Birmingham, covering popular same-day return and one-night stay destinations across the UK and Europe. Its initial Birmingham-originating network includes destinations such as Belfast City and Belfast International, Bordeaux, Brussels, Cannes, Copenhagen, Dublin, Edinburgh, Geneva, Glasgow, Guernsey, Jersey, Nice, Paris, Prague and Zurich.



above™ also offers flexible, on demand flights from airports throughout the UK and near Europe and as of today is listed on the Avinode platform for charter brokers to access. Behind the launch sits more than seven months of intensive regulatory, engineering and operational preparation. The approval process required above™ to demonstrate the highest standards across flight operations, engineering, safety, training and compliance before the UK CAA added the Embraer Phenom 100 to the company's Air Operator Certificate (GB2461).

Vince Essex, Founder, CEO and Accountable Manager of above™, commented: "Launching above™ was never about starting another private aviation company; rather challenging the way on demand aviation is presented, purchased and experienced. Private aviation has frequently been marketed around luxury and exclusivity. We believe today's customers do not prioritise that. They're entrepreneurs, professionals, creators who have worked hard to build successful lives and simply want to make better use of their time. Whether that's travelling to an important business meeting, enjoying a weekend away, attending a family celebration or avoiding the compromises of scheduled airlines, our ambition is simple: to make short haul, on demand flying easy, transparent and accessible. Designed around the journeys customers actually make, the Embraer Phenom 100 accommodates up to four passengers in comfortable club seating, a fully enclosed private lavatory and dedicated refreshment centre. The Phenom 100 offers impressive performance with efficient operating economics. We selected the aircraft for its efficiency, performance, strong OEM support and ability to deliver a smart, accessible flying experience. For many journeys, passengers can arrive at the private terminal 30 minutes before departure, avoid lengthy airport queues and step from aircraft to waiting car within a few minutes, at many destinations."



While Birmingham is home, the aircraft is available for charter throughout the UK and near Europe to serve a raft of missions:

- Published fixed-price travel from Birmingham
- On-demand private charter throughout the UK and near Europe
- Same day return travel
- Weekend escapes and family celebrations
- Sporting events and leisure travel
- Supporting peer operators/airlines on time-critical engineering and AOG situations
- Aircraft positioning and broker-led charter
- Urgent medical, humanitarian and specialist transport missions
- Feeder flights connecting with long-range private aircraft



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