CELEBRITY-BACKED US JET CHARTER COMPANY BLACKJET CEASES TRADING

News / Business aviation

BlackJet the Florida-headquartered private jet charter service backed by celebrities including Jay-Z and Ashton Kutcher has closed its doors. In an email sent to members of the service that was that was also backed by Uber co-founder and chairman Garrett Camp chief executive of the company Dean Rotchin said that "bad press" had "stunted membership sales".

Rotchin said that "near-term and longer term financing opportunities were delayed, and it became impossible to continue" with the venture.

He added: "I personally appreciate the amazing support from most of our members. Perhaps I did not do a good enough job of reinforcing the fact that the membership was the key to the ability to deliver the service.
"Some members were so supportive, and I feel it is important to highlight this aspect because it

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became evident how most members tried to be as helpful, flexible and cooperative as possible. This was and is very much appreciated.”

BlackJet rose from the ashes of fellow Florida charter company Greenjets and planned to sell individual seats on private jets flying popular routes from cities including New York, Los Angeles, Boston and San Francisco for as little as $3,766.

However, to buy those seats using BlackJet’s website or mobile app, you’d have to pay an annual membership fee of $2,500. Members also had to give two days’ notice when they wanted to fly. The company had raised more than $2 million from investors before it ceased trading.

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