

New Private Aviation Charter Brokerage Launches in Canada

ELEVATE creates bespoke flying experiences for business and leisure travelers with the utmost attention to detail

TORONTO - ELEVATE is a new private air charter business born out of 25 years of aviation industry experience. A thorough, customer-centered service approach evokes a by-gone era when travel was more than just a means to an end.

Understanding that customers are increasingly looking for a complete travel solution, ELEVATE goes above and beyond other companies in this space by offering an end-to-end product, integrating accommodations and other services as requested by the customer.

ELEVATE is also the only independent ARGUS Registered charter broker in Canada. From the recognized global leader in operational safety and risk management solutions for private aviation, the ARGUS Charter Broker Program diligently confirms the broker's business activities, ensures that it adheres to industry best practices, and commits the firm to the utmost in safety and service-oriented operations. Customers and aircraft operators deal with an ARGUS Broker like ELEVATE with the utmost confidence.

ELEVATE was founded by aviation industry veteran Robert Rennert, a pilot and holder of an advanced aviation business degree. Rennert was most recently Director of Network Planning at Porter Airlines, where he managed the carrier's fleet of 29 aircraft and oversaw much of the company's remarkable growth into new destinations. ELEVATE is a natural extension of Rennert's recent tenure at Porter, an airline recognized for its culture centered around speed, convenience, and service. As he explains, "I'm a planner at heart, and my colleagues will tell you that my attention to detail comes naturally. We put that extra bit of care into everything we do. Aviation and service are in our DNA."

If the customer is new to private charter, ELEVATE will take the time to walk them through the entire process. If they're a seasoned pro, ELEVATE will keep it simple and efficient. ELEVATE works with a broad business and leisure clientele, from large companies and sports teams, to small businesses and families looking for a special aviation experience.

With access to thousands of aircraft in Canada, the US, and around the world, ELEVATE offers a range of options to suit the needs of each customer while understanding that every trip is unique.

"We know the planes, the aircraft owners and operators, airports big and small, and other considerations of a customer's journey about which most people are not aware," Rennert asserts. "We'll keep an eye on the weather for a customer and suggest alternatives when we feel it's in their best interest. We provide customers with everything they need to know before boarding the aircraft. And once airborne, we track their flight and ensure that their meeting party is kept up to date. We always have their back."

The attention to detail extends into all facets of the charter flight, particularly safety. Robert adds, "There are so many aircraft out there available for charter. We are particularly selective. We won't just put a customer on any plane." When a customer works with ELEVATE, they can be confident that the aircraft, its operator, and crew meet or exceed the highest industry standards. "We work with third party auditors that place even greater scrutiny on safety than the minimum demanded by government agencies."

The charter segment of the aviation business is growing as new aircraft and operators continue to enter the market. "Our goal is to shine a light on all facets of the business and the benefits it delivers. Overall, we want to demystify private charter, and show potential customers how they can tap into the best aviation experience out there. No terminals, security lineups, or crowds. This is flying the way it was always intended."

ELEVATE Your Flying Experience. *Change the way you fly.*

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