



## PRESS RELEASE

May 23<sup>rd</sup> 2023, Brussels, Belgium

# AVIAPARTNER EXECUTIVE & ARGOS VIP UNVEIL THEIR NEW BRAND IDENTITY **AviaVIP**

**Aviapartner Executive**, Europe's largest FBO (Fixed Base Operator) network, and **Argos VIP**, leading FBO services provider in Italy, are thrilled to announce the launch of their new brand, following their successful merger two years ago.

The two industry leaders have come together under the new brand **AviaVIP**.

With 48 stations in France, Italy, Spain, Belgium and the Netherlands, **AviaVIP** offers the largest FBO network in continental Europe.

**AviaVIP** continuously focuses on efficiency, quality and simplicity for its clients.

With the backing of Aviapartner's unique capabilities in Commercial Aviation, **AviaVIP** can support all types of aircraft, from light turboprop to Boeing 747, and all types of flights: VIP, travelers, head of state, governmental, military, helicopter and ambulance.

Fully committed to electrified GSE, paperless operations and environmental protection since 2010, **AviaVIP** is also a leader on sustainability within the handling industry.

**AviaVIP** is conducting an extensive program of refreshing of its premium FBO facilities, to provide passengers and crews with enhanced comfort and convenience during their journeys. Each FBO will display a consistent, recognizable look and feel.

**Richard Prince, CEO of Aviapartner Group:** *"This new brand reflects our commitment to exceptional FBO services and sets the stage for a new era of innovation and growth. Our brand identity and planned renovations underscore our dedication to meeting the evolving needs of our customers, passengers and crews, ensuring that **AviaVIP** remains at the forefront of the FBO industry."*

This new brand does not impact the contacts, account numbers and names of the legal entities of the FBOs and handling stations.



About **AviaVIP**:

**AviaVIP** offers the full spectrum of ground handling services to "General", Business and Private Aviation. Placing the main focus on customer satisfaction, its committed and experienced teams deliver high quality, tailor-made, solutions to meet and often surpass the highest expectations for luxury, security and quality of services.

**AviaVIP** handles ~ 60 000 flight movements per annum across its **48 FBOs and handling stations** in Europe.

**AviaVIP** is member of the Aviapartner Group.

[www.aviavip.com](http://www.aviavip.com)