

LEA Calls For Business Aviation To Work Harder On Public Image

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London, England, September 14, 2011 – Patrick Margetson-Rushmore, chief executive of London Executive Aviation (<http://www.flylea.com/>) (LEA), one of Europe's largest business jet charter (<http://www.flylea.com/charter-a-private-flight/air-charter.html>) operators, is calling on the industry to work harder to publicise the economic importance of business aviation.

Speaking today at the 'Business Aircraft Europe' (<http://www.miuevents.com/bae2011>) conference at London Biggin Hill Airport, Margetson-Rushmore said: "Wouldn't it be great to see the business aviation industry finally embraced and recognised by the wider community for its true financial worth and contribution?"

"Our industry is an important enabler to economic growth and a significant employer, directly and indirectly, across Europe. We need to convey these points more widely and more powerfully, which means sustained and cohesive communication to the general population and the business community, not least through politicians and national journalists.

"So whether ensuring the economic benefits of business aviation are being prominently promoted, or dealing with the negative issues our industry faces, we all need to allocate more time and resources to public image. If we each take greater responsibility, we will be able to make more progress in educating politicians and the public about what we do, for whom and why."

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Notes to Editors:

London Executive Aviation is one of Europe's largest executive aircraft charter operators. Under the company's worldwide air operator's certificate (AOC), award-winning LEA operates seven fleet types of business jet, ranging from the entry-level Citation Mustang to the transatlantic Falcon 900EX, covering a spectrum of business aviation needs. LEA operates seven bases around London. The company was founded in 1996 and is owned by its management. More information can be found by telephoning LEA on: +44 (0)1708 688420 or visiting: www.flylea.com.

