AFFINITY AVIATION GROUP SECURES STRATEGIC UK PARTNERSHIP WITH AERONAUTX AS GROWTH ACCELERATES

News / Business aviation

Affinity Aviation Group (AAG), a leading provider of business aircraft sales, acquisitions and charter solutions, has entered into a strategic collaboration with Austria's AeronautX, reinforcing its commitment to the future of business aviation. The partnership includes AAG taking a significant shareholding in AeronautX UK Ltd as the training provider advances plans to open a new pilot academy near Amsterdam Airport Schiphol next spring. AeronautX UK has also established operations within AAG's headquarters at Farnborough Airport, creating a strong platform for future growth and collaboration across the UK and European markets.

Jörg Oberhofer, Founder and CEO of AeronautX commented: "This new partnership with Affinity Aviation Group and our presence at Farnborough Airport are key to AeronautX's growing UK operations. Our new training centre opens in Q1 2027 with Bombardier Challenger 350/3500 and

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Challenger 650 full flight simulators, all of which will be UK CAA certified. This builds on the Base Training approvals AeronautX already holds for Embraer and Gulfstream aircraft."

Andrew Hoy, Founding CEO of Affinity Aviation Group stated: “This partnership represents an exciting step forward for both teams as we also strengthen our presence in the business aviation sector. With AeronautX investing heavily in the future of business aviation training, this is an exciting opportunity to build a relationship with a like-minded organisation that shares our commitment to expertise, quality and long-term growth.”

Beyond its strategic significance, the collaboration reunites two long-standing friends and former colleagues. Andrew Hoy worked closely with Niall Olver, Group Chairman of AX Aero, AeronautX’s parent company, at ExecuJet between 2007 and 2014, when Hoy was responsible for global aircraft sales activities spanning the UK, Zurich and Dubai.

Strong momentum across pre-owned aircraft sales and charter operations

This latest development caps a highly successful year for Affinity Aviation Group, which is now in its 12th year of operation. The third quarter delivered record aircraft sales and acquisition activity, driven largely by clients seeking discreet off-market transactions. While the number of completed transactions remained in line with 2025, revenue increased by 22% year over year, reflecting the growing value and complexity of deals. According to Andrew Hoy, a significant number of returning clients turned to Affinity to support their aircraft replacement strategies.

Affinity has established a strong reputation in the pre-owned Bombardier Global market and has successfully expanded its transaction footprint well beyond Europe, with activity spanning Asia, North America, South America and the Indian subcontinent. A key differentiator is the hands-on expertise of its CEO, who serves as a Training Captain on the Bombardier Global 7500 and a Type Rating Instructor across the entire Global family, providing clients with unrivalled operational insight throughout the acquisition and sales process.

At the same time, **flyAffinity**, the Group’s fixed-fee private jet charter membership programme, continued its impressive growth trajectory. Turnover doubled to £2 million in 2026, supported by the addition of 12 new members while maintaining a remarkable 100% client retention rate. The programme's membership base now extends across Europe, the United States and the Middle East, supported by an expanded team working across multiple time zones to deliver seamless service and around-the-clock support.

Affinity Group Service Director Caroline Talboys said: “In an increasingly crowded private jet charter market, where new charter brokerages continue to emerge, Affinity Aviation has kept to its founding principles. That is full transparency (the elimination of hidden broker commissions and inflated margins), expertise and trust. We’re proud to offer a boutique service for clients who want a more personal and dependable membership experience. We call it the Affinity Way.”

Christian Jones strengthens Affinity's leadership team

Affinity Aviation Group has further expanded its leadership team with the appointment of Christian Jones as Sales and Business Development Director, a newly created position reflecting the company's continued growth. Previously Charter Sales Manager and General Manager at Jersey-based AOC operator Ortac, Jones brings extensive expertise in both charter sales and aviation operations, along with a proven track record in regulatory leadership roles. He holds Form 4 approvals across multiple jurisdictions, including the UK, Malta and Guernsey.

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A graduate of Farnborough Technology College, Jones developed a passion for aviation from an early age. Growing up around the thriving aviation community at Blackbushe Airport, he gained firsthand insight into aircraft operations while watching his father, the highly respected Trevor Jones, fly King Air B200 aircraft for Manhattan Air. This early exposure provided a strong foundation in the operational and commercial aspects of the industry.

Commenting on the appointment, Andrew Hoy said: *“Christian has already made a significant impact since joining Affinity, and we look forward to him playing an important role as we continue to broaden the scope of our activities and pursue new opportunities in 2027.”*

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