FLY ALLIANCE AND THRIVE AVIATION ANNOUNCE LUXURY ON DEMAND: THE CITATION RESERVE JET CARD

News / Business aviation



Fly Alliance and Thrive Aviation combine their resources to offer one premium jet card program aimed to compete with the industry titans. The Citation Reserve Jet Card was designed for the discerning traveler who demands the newest equipment in the sky, top-tier service and guaranteed availability from two of the most emerging and disruptive companies in the industry.

President & Co-Founder of Fly Alliance, Christopher Tasca commented: “This isn’t just another Jet Card – it’s a leadership-driven product, for those who want a personal relationship with the people behind the planes, the best alternative option available.”

The CEO, Thrive Aviation, Curtis Edenfield stated: “Thrive Aviation and Fly Alliance represent two of the most powerful brands in private aviation today. This Jet Card isn’t just a reflection of aligned values—it’s a bold statement about the future of Jet Card memberships and strategic partnerships in the industry.”

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Whether you’re seeking a more flexible, personalized alternative to your current provider, or you’re ready to upgrade, this program delivers:

- Guaranteed availability with just 8 hours’ notice.
- Fixed, transparent hourly pricing, on the most in-demand Citation aircraft.
- Access to brand-new, operator-owned aircraft: the Citation XLS, Gen 2, Latitude, Sovereign+, and Longitude.
- 1:1 leadership access — not call centers.
- No hidden surcharges or complex structures.
- Built by operators. Not just brokers.

With our partnership, we’ve created a truly seamless inventory. And if availability ever becomes a challenge, we promise you’ll fly, and we’ll back it with better equipment at the same rate.

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