JETFLY GROUP LAUNCHED GLOBAL REBRANDING

News / Business aviation



Jetfly Group launched its global rebranding, effective 1st May 2026, covering all entities within the Group. This evolution reflects the Group's continued expansion across European and international business aviation markets and introduces a clearer, more cohesive identity. It supports Jetfly's long-term development strategy, improves the visibility of its service offering, and reinforces the values that define the Group: Expertise, Efficiency, Simplicity, Human Commitment, and Sustainable Excellence.

Founded in 1999 in Luxembourg, Jetfly has become one of Europe's leading fractional aircraft ownership providers, with more than 500 owners and a fleet of more than 70 aircraft operating throughout Europe. Over the years, the Group has expanded by bringing together specialised companies across complementary segments of business aviation. In 2019, Jetfly integrated CaptainJet, a digital charter booking platform, as well as Hendell Aviation, a Finland-based business aviation operator primarily flying Pilatus PC-12 aircraft. The Group strengthened its capabilities with the acquisition of Fly 7 Aviation in Lausanne, specialising in private aircraft management and operations.

In August 2021, Jetfly took delivery of Europe's first training simulator, operated by Fly7 Training in Lausanne — a recognised aviation training centre known for its expertise and strong commitment to flight safety. The Group also relies on Jetfly Technik, Jetfly Technik Suisse and its

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.

Bournemouth, UK, Pilatus-approved maintenance centres, as well as myLittlePlane, a company specialising in aircraft brokerage, acquisition and advisory services.

These entities have long worked closely together, combining their expertise to deliver comprehensive and tailored services to clients. The new branding formalises this long-standing collaboration by bringing these activities together under a unified identity. New brand architecture aligns the Group's various activities under a strong shared foundation and a single logo. Each business unit is represented by a dedicated colour, allowing it to retain its own distinctive identity.



In this new framework, the fractional ownership services continue to operate under the Jetfly name, while Fly 7 becomes Jetfly Management. All charter flight requests for Jetfly and Fly 7 are now consolidated under Jetfly On-Demand. Additionally, Fly 7 Training becomes Jetfly Training, and the entities Jetfly Technik, Jetfly Technik Suisse, and Bournemouth are unified under a single name: Jetfly Technics. myLittlePlane becomes Jetfly Trading. Finally, CaptainJet retains its own identity, as its activities remain complementary and independent from the group' operated fleet. Legally, Fly 7 Executive Aviation SA will be renamed Jetfly Aviation Switzerland SA.

The rollout of the new visual identity will be implemented progressively across all communication materials, digital platforms and corporate documents in the coming months, beginning with the launch of the Group's new website. With more than 25 years of experience, Jetfly Group continues to grow by strengthening the unity of its activities while highlighting the expertise of each of its specialised entities.

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.

ARTICLE LINK:
https://ut.50skyshades.com/news/business-aviation/jetfly-group-launched-global-rebranding

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.