**Priester Aviation Refines Focus, Branding and Website**

WHEELING, Ill. (Nov. 2, 2021) – Priester Aviation’s ongoing quality improvement includes how it tells its story, both verbally and visually. A newly launched website rolls out an elegant, reimagined brand and refined mission, vision and values.

The launch coincides with the return of the in-person Corporate Jet Investor conference, November 1-3, at the Fontainebleau Miami Beach. Chairman Andy Priester will be among the panelists addressing the topic, “The Changing Management Landscape.” Other speakers include Fabian Bello, Journey Aviation; David Best, Jet Aviation; Scott Cutshall, Clay Lacy Aviation; and Dan Drohan, Solarius Aviation.

“Our focus on personalized customer travel experiences continues to deepen and evolve,” says Priester. “Every interaction – whether in person with crew or online with our website – needs to enhance their journey.

The refreshed brand communicates the three-generation legacy and bespoke customer service Priester Aviation brings to each traveler and owner. The modern look and energy juxtapose with the heritage and reputation earned over the past 76 years. A new logo moves away from the earlier literal illustration of an eagle with outstretched wings to a stylized icon that will be displayed on everything from signage to wearables.

The sophisticated branding uses an unexpected color palette. Plum ties the historic colors with the new look and feel. When George Priester founded the company in 1945, first as a flight training school, he branded it red. When leadership transitioned to son Charlie Priester, the brand moved to blue, and he focused on making the company a leader in on-demand charter, management and aviation consulting.

“The melding of the earlier colors – red and blue into purple – unites the best of what’s come before into an understated, yet legendary brand,” says Andy Priester, who became President and CEO in 2013 and Chairman this past summer. “The classic, timeless look pays tribute to our heritage of treating customers like royalty while showcasing our services in a fresh, distinctive way.”

A regal gold adds to the palette’s sophistication with a subtle salute to upscale brands such as Burberry and Louis Vuitton. A new tagline – *We take aviation personally* – energizes the brand voice and emphasizes Priester Aviation’s individualized involvement and customization. Messaging highlights the three distinctive product offerings – managed, charter and Centerline Jet Card – providing instant clarity and a quick way to get directly to service details.

The sleek, new website offers streamlined navigation, at-your-fingertips information for both current and prospective customers and engaging video. Calls to action take readers directly to information of greatest interest and encourage interaction. Chat support instantly connects visitors with a sales representative. A selector tool sources empty-leg flights. An interactive timeline highlights historic milestones and the company’s rich heritage. Customer testimonials provide real-life brand ambassadors. A supercharged newsroom provides up-to-date information and an easy way to keep clients and the media in the know. The new website builds on Priester’s focus on leveraging technology to improve the level of accessibility and usability for clients without sacrificing customer service.

Recent internal and external surveys and discovery workshops served as a foundation for updating Priester Aviation’s mission – the how, vision – the why, and values – who it is at its core.

* Mission: To be the most trusted operating partner for aircraft owners, flight departments, and clients needing management support and/or charter services.
* Vision: To maximize stakeholder value by growing the company through organic growth and strategic acquisition of culturally aligned operators.
* Values: We recognize that building strong relationships with all stakeholders based on understanding, mutual respect and mutual support is key to long-term financial and operating success.

“Each generation has taken the company to new heights while maintaining the qualities that set us apart in the marketplace,” says Andy Priester. “Everything we do supports customer service, organic growth and strategic acquisition.”

Under his leadership, the fleet has grown from seven to 70 aircraft. A new program for managed clients launched this summer with Jet Support Services, Inc. (JSSI) Parts & Leasing that will streamline maintenance processes and realize efficiencies that free our team members to do what they do best: delivering personalized, there-for-you customer service.

**About Priester Aviation, LLC**

Priester Aviation is among the world's most experienced global private aviation companies, specializing in aircraft management and private travel solutions. With more than 75 years of experience, Priester Aviation is among the elite private aircraft operators that hold the highest safety accreditations including the ARGUS Platinum rating, Wyvern approval, IS-BAO Stage III and Air Charter Safety Foundation certifications.

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