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LEASING LUXURY



Midway

Established in 1970, Midway Car Rental is the largest privately-owned car rental company in Los Angeles. The company's rental fleet of more than 1,200 vehicles from Mercedes Benz, Rolls Royce, Lexus, Bentley, and Ferrari are estimated at a value of \$35 million.

Midway has also significantly added to their size and market share by developing a successful fleet leasing program, offering such innovative products such as the flex-lease, which allows clients to exchange vehicles every 60 days. Imagine switching from a Mercedes Benz to a Range Rover or Lexus every 60 days.

With rental offices located in Beverly Hills, West Los Angeles, Downtown Los Angeles, LAX, Santa Monica, North Hollywood, Van Nuys, and in the South Bay, Midway is everywhere it's needed. The company is proud of their reputation as a provider of outstanding services at competitive prices.

Midway Car Rental and their newest division, Midway's "Platinum Collection" is a favorite rental company for some of the most upscale hotels in the area, servicing a wide spectrum of clientele, both corporate and entertainment, throughout Los Angeles and its surrounding vicinities.

Midway's fleet of new and current model vehicles must meet rigid quality controls at all times, therefore guaranteeing outstanding service as is demanded by their clientele. Simply put, it cannot afford to be anything but the best.

www.midwaycarrental.com

PRE-PAID BLISS



JetNetwork

Customized Aircraft for Every Destination

"I invented the FlightCard and the private jet membership business model, which has basically changed the industry landscape," says **Paul A. Svensen Jr.**, the C.O.O. of JetNetwork.

Svensen was already retired, and frankly getting a little bored, when he came up with the idea of the FlightCard. Svensen was selling brokered charter flights in the Boston area when he got the idea from some smart executives, he says. "My clients were asking how come they couldn't just use someone else's jet when they weren't using it. And so I glued them [the ideas] together with the "jet card," Svensen says. "It was a plastic card...and I made it nice enough so people would want to put it in their wallets...people had the Black card, but they didn't have a "jet card." And then I decided to make the card like a debit card, and it really caught on fire," Svensen added.

Once the FlightCard took flight, Svensen was able to hone his business model once again, this time figuring out a way to lower his prices 20-60 percent less than his competitors. Svensen achieves this by basing his flights on a 48-hour response time. This gives him two days to arrange flights and prepare client requests. "Over 95% of private flights in this country know in advance where they are going," Svensen says, adding that having a business model based on a 48-hour response time eliminates the need for him to pass expenses that adhere to five or six-hour response time private jet membership business models.

FlightCard members have the flexibility to exchange pre-paid aircraft hours for the aircraft type that is best suited to fit their needs. It offers 24-hour concierge service and support staff, financial liquidity, and superior safety requirements at the industry's most affordable rates.

www.jetnetwork.com