# VERTIS AVIATION ADDS AFRICA-BASED CHALLENGER 604 TO PORTFOLIO

**News / Business aviation**

**Switzerland-based Vertis Aviation, is expanding its footprint in Africa with the addition of a Bombardier Challenger 604 to the Vertis Charter Management Programme, VCMP. This is the second aircraft to sign up to the VCMP in as many months and represents the first Challenger 604 that the Argus Certified Broker will exclusively market for charter.**

**Based in Accra, Ghana the Challenger 604 seats up to 11 passengers, and also welcomes small pets when in a travel carrier. Equipped with Wi-Fi connectivity, a full galley, divan and club seating the spacious cabin provides a productive and comfortable environment. Vertis anticipates the home-base location in West Africa and the range – the Challenger 604 can fly nonstop across the continent – will stimulate demand from regional and international government, corporate, ultra-high net worth and broker customers. The aircraft is a familiar model in the African skies and West African government officials are already taking advantage of the jet's immediate availability.**

A number of resilient West African nations are also seeing economic growth despite the pandemic as telecommunications, inward investment and reforms, and the growth of agricultural industries

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drive business development in the region. “We are seeing strengthening interest from the region, and as the limitations of commercial flights across Africa have been amplified by the global pandemic, we are extremely pleased to be able to market the Challenger 604. The model is already established and well-liked by the African business aviation market sector, it’s a real work-horse and we’re excited by the opportunities,” adds Foster. The aircraft is operated by Austria-headquartered Avcon Jet, which has extensive experience operating across the continent, and is supported by a European crew.

The addition of the Challenger 604 showcases the distinctive qualities of the VCMP. The programme adds value to the ownership experience by providing a highly personalised approach to revenue generation on behalf of the owner. Vertis delivers outsourced professional charter sales management enabling the operator to focus solely on operations. The business model generates revenue from the asset for the owner yet provides the flexibility for owners to use the aircraft as needed. It also increases the bank of charter aircraft available to the market and enables Vertis to transform its portfolio to meet changing charter market trends. “It’s a powerful combination and as we celebrate our first decade of business it demonstrates the need for, and sustainability of, this business model,” says Foster. The VCMP is part of a wider portfolio of Vertis products which also features aircraft charter, lease, and transaction services.

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