

PRESS RELEASE

For immediate release

Latitude 33 Aviation Adds One of the Few Factory-New Praetor 600 Aircraft Available for Private Charter in the U.S.

Technologically advanced super-midsize plane provides luxury and privacy to those traveling from the Bay Area and San Diego to destinations such as New York, Miami and Maui

CARLSBAD, Calif., October 20 2021 – [Latitude 33 Aviation](#), a private jet charter company based in Carlsbad, California, has added a factory-new Embraer Praetor 600 to its impressive line-up of super-midsize private jets available for charter. This addition brings the number of super-midsize aircraft under management to 11 and represents the 35th factory-new aircraft acceptance the company has performed.

Latitude 33 Aviation is further expanding its presence in Northern California by bringing the aircraft to the Bay Area, where the Praetor 600 will be based. Starting in early 2022, the aircraft will be ready to jet clients off non-stop to locations like [New York](#), [Miami](#), Anchorage and [Maui](#), as the Praetor 600's fully loaded range of 4,018 nautical miles (NM) is greater than most of the jets in its class.

"By offering one of the only Praetor 600 aircraft available for charter, we are continuing to redefine the private travel experience and deliver on our promise of providing superior aircraft and service for our charter clients," said [Michael Giesbrecht](#), Vice President of Business Operations at Latitude 33 Aviation. "The addition of yet another factory-new super-midsize aircraft to our West Coast operations further expands our service area and allows us to more readily provide charter flights to clients in the Bay Area."

Embraer utilizes industry-leading innovation, design, and technology in the Praetor to provide the utmost safety and unmatched passenger comfort. Once inside the Praetor 600, passengers enjoy the Bossa Nova-inspired interior with a classic nostalgic feel, yet high-tech with the use of carbon fiber details and piano-black accents. This passenger-first cabin features the lowest cabin altitude in its class at 5,800 feet when cruising at 45,000 feet, which is 2,000 feet less than the nearest competitor. The entire cabin air is renewed every three and a half minutes through a high-efficiency particulate air (HEPA) filter that cleans the air. This thoughtful attention to passenger comfort, ensures those travelling aboard the Praetor 600 will arrive at their destinations feeling refreshed and relaxed.

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The Praetor 600 also provides the ultimate in safety standards. It is the only jet in its class to feature Active Turbulence Reduction (ATR), as Embraer is the first and only manufacturer to introduce full fly-by-wire to this category. The Praetor 600's full fly-by-wire with side-stick controls reduces pilot workload and provides a safer, smoother flight experience for all on board. The enhanced vision and head-up display (HUD) extends situational awareness. Revolutionary, industry-leading technology combined with superior flight deck ergonomics make this aircraft a dream for pilots to fly and provides a premium flight experience for passengers to take enjoy.

About Latitude 33 Aviation

[Latitude 33 Aviation](#) manages one of the newest and largest fleets of light, midsize, and super-midsize jets in North America. Founded in 2006 in Carlsbad, California and led by two ambitious pilots looking to redefine the private aviation experience, Latitude 33 Aviation is the premier private jet charter, executive jet management, and aircraft sales and acquisitions company that serves a wide variety of travelers and destinations around the world. Welcoming only a discerning selection of new aircraft to their evolving fleet, including several Embraer Phenom 300s, a Legacy 500, and now a Praetor 600, Latitude 33 elevates the luxury travel experience through high-touch service and ultra-tailored travel. From pre-arrival and in-flight amenities to one-of-a-kind destination experiences, Latitude 33 Aviation curates memorable and customized journeys for passengers. Currently, the company manages 35 client-owned private business jets located throughout North America. Latitude 33 Aviation is part of the top five percent of U.S. private jet charter operators to achieve the stringent ARGUS Platinum safety rating. Visit us at: [L33Jets.com](#). Follow us on [LinkedIn](#), [Instagram](#), [Facebook](#), and [Twitter](#).

About Embraer Executive Jets

Embraer is creating tomorrow's world of bespoke private air travel today, utilizing industry-leading innovation, design, and technology — all the while incorporating sustainable and socially responsible practices. As a global company with more than 50 years in aerospace, Embraer delivers the ultimate experience in business aviation through aircraft that feature disruptive performance, comfort, and technology. Every day, Embraer business aircraft operate around the globe, supported by a strong, responsive customer support network that's top-ranked in service across the industry. For more information, visit [executive.embraer.com](#).

For charter quotes and information on Latitude 33 Aviation's services, visit [L33Jets.com](#) or call 1-800-840-0310.

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