

# CASE STUDY - FEBRUARY 2018

## XLR EXECUTIVE JET CENTRES



### Creating a full-service FBO at Birmingham Airport

#### THE CHALLENGE

XLR Executive Jet Centres was looking for a long-term partner to provide fuel and technical services at its Birmingham Airport site. The provider needed to understand the challenges and opportunities of general aviation, and be able to offer a service that would boost efficiency and champion customer service.

#### FINDING A SOLUTION

XLR decided to award the contract to World Fuel Services, and took the additional step of becoming a member of the exclusive Air Elite Network. This provides customers with access to an international network of FBOs offering full-service personal assistance, along with elevated facility and service standards.

The deal has seen World Fuel Services provide dual-branded fuel trucks, on-the-ground fuel management training, and fuel provision plus technical maintenance and procedures set-up. In addition, World Fuel Services provides global sales and marketing programmes as well as ongoing consultancy to XLR, as it continues its growth plans across the UK.

Mark Amor, World Fuel Services' vice president, commented: "We were delighted to work with XLR to introduce a fuel solution that addressed long standing services on the general aviation ramp at Birmingham Airport."

By entering into a partnership with World Fuel Services, XLR has taken the final step to establishing a full-service FBO at Birmingham, which is the seventh busiest UK airport and acts as a connection hub for international flights, as well as being a key domestic centre.

Mark commented: "We are supporting XLR with a complete service, and our industry-leading on-the-ground expertise have acted as a game changer at Birmingham Airport – enabling a new level of customer service to be achieved.

"Through our global sales capability and ongoing consultancy, we are supporting XLR to achieve its ambitions and we expect this new affiliation to be the first of many projects we work on together."

Chris Beer, director for XLR, commented: "XLR's reputation among owners, pilots and brokers is built around our customer-centric approach and ability to deliver a seamless experience for private passengers. Our partnership with World Fuel Services has enhanced that experience and we're looking forward to a long and successful relationship.

"We are proud to have gained membership to Air Elite, underpinning the hard work that has gone into earning XLR the right to stand alongside the world's leading FBOs."