



FLAP RIO

air mobility



Powered by Wind

Press Kit

03	Welcome to Flap Rio
05	Fundamentals
10	About us
12	The Wind Rio Group
14	Innovation & Future plans
16	Founder
17	Contacts

Welcome to Flap Rio

We dream of taking our passengers as far as their dreams can go.

We believe life is meant to be explored in a different way and we want to inspire you to live a meaningful journey, having more time for the things that matter most.

After taking the skies in Brazil, the **Wind Rio Group** has reached higher flights in Europe. Flap Rio is an innovative air travel company that combines extensive knowledge in the aviation industry and technology to make booking a private flight as simple as it should be.



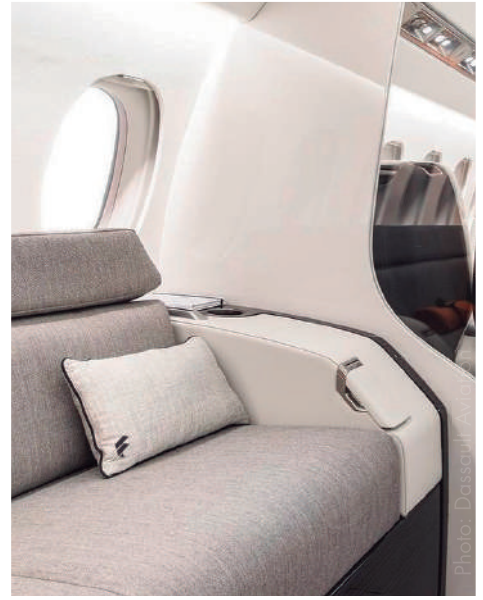


Photo: WestJet Air Services

Photo: Bombardier Aviation

Photo: Bombardier Aviation

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**THE
WALL STREET
JOURNAL.**

"The uberization of private jets might be here to stay"

Feb. 15, 2021

Forbes

"Private-jet travels are booming right now"

Feb. 19, 2021

Bloomberg

"Luxury-jet market perks up as new buyers turn to private flying"

Feb. 08, 2021

**Business
Traveller**

"Private flying vrooms into 2021"

Jan. 08, 2021

 **PRIVATE JET CARD
COMPARISONS**

"96% of new private jet travelers plan to continue after the pandemic"

Jan. 08, 2021

Fundamentals

The world is changing, boundaries are fading and people are getting more mobile than ever. While health crises forced us to stay at home, the human being has never had such a need to reconnect and explore the outside world.

New-normal | Airlines

When the world has to stop, commercial planes are grounded and routes are canceled, leaving a vast amount of travelers helpless. This is when private aviation shows its importance to keep the world connected, attracting a significant number of first-time flyers.

In addition to the lack of routes, the hours wasted in crowded airports, the endless lines for security checks and the greatest exposure to contact points; make private aviation extremely more attractive compared to airlines. Whether for leisure or business, the "one size fits all" approach doesn't apply to aviation and our mission is to ensure a bespoke service, crafting unique experiences.

The sector is one of the top performers in the travel and tourism segment today and may be well-positioned in a post-COVID world. According to recent surveys (*Private Jet Card Comparisons*), the sector should expect a significant net gain in customers in a post-pandemic



Fundamentals

world, as 96% of new-fliers who had started or restarted flying privately recently say they plan to continue after the pandemic subsides. While demand is rising, we noticed that the private aviation industry was not offering an on-demand service tailored for these travelers.

Market fragmentation

The private aviation market is very fragmented with hundreds of independent operators flying with a small fleet. Definitely, it is not an easy task for travelers to find and choose the right aircraft for their specific needs. We decided to help them to filter and find the ideal aircraft, routes, airports and private terminals for each trip, thanks to our on-demand platform, delivering quick quotations with the finest European operators, in a competitive marketplace.

New era

The private aviation sector is one of the last that hasn't been digitalized yet. With poor utilization of technology, paper contracts, traditional payments and complicated processes; what should offer convenience and practicality often becomes a complex and archaic experience for the traveler.



Fundamentals

Through technology and the principles of sharing economy, we rethink the future of urban air mobility. A seamless and frictionless journey means more time for the things that matter most.

It's all in the details

Our extensive knowledge in aviation makes us aware of how complex an air operation can be, in a highly regulated market, where the focus has to be 100% on flight safety. In this scenario, an air operator often fail to deliver the brand experience that a passenger expects from their trip.

We know how important is to understand the needs and the new consumption patterns of the connected traveler to deliver an exceptional experience in every touch-point of their journey. We select and partner with the most trusted operators in Europe and, through a design-thinking approach and high-end technology, added to a customer-centric culture, we are committed to elevate the air industry, inspiring our audience to live experiences and enjoy the journey.





Photo: Cessna Aviation

Welcome on board

About us

We connect people, places, and the finest aircraft to shorten the distance between you and your dreams.

Flap Rio helps travelers find the right aircraft with the most cost-effective price, facilitating access to the largest multimodal fleet in Europe, from jets to helicopters, whether for leisure or business, thanks to our on-demand platform.

Combining technology, extensive knowledge in the aviation industry and a design-thinking approach, we utilize the principles of sharing economy to deliver unparalleled personalized service to the wealthy and connected traveler, who seek sophistication and comfort but don't identify themselves with the tacky and old-fashioned private aviation available today.

For us, luxury and sophistication are to live experiences and share moments. In an era that prioritizes access over ownership, we are here to make things simple. It is not necessary to own an aircraft to fly private, not even an expensive jet card or membership. We deliver simplicity, accessibility, and transparency.



One platform. Every option.

Travel Flexibility

Fly on your own terms, and say goodbye to commercial flights

Bespoke Service

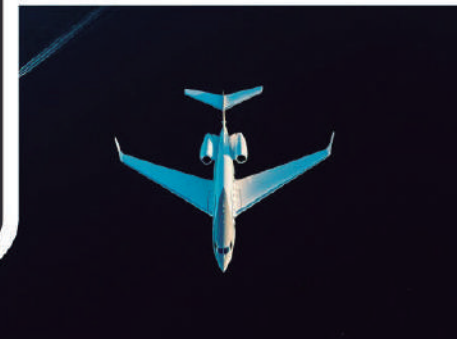
Reimagine first-class travel with our committed attention to detail

Peace of mind

Discover private aviation and enjoy a safer and relaxing journey

Aircraft Availability

The largest multimodal transport fleet, from jets to helicopters



The Wind Rio Group

We are connected.

Wind Rio creates aerial experiences. Our mission is to redefine the aviation industry bringing together innovation, design, and technology; reinventing experiences and creating a more exciting and sustainable future for the market.

Operating in several different segments in the industry, from tourism to air transportation, our group has currently 3 associated brands in the portfolio, all of which have unique market presences aligned with the new consumption patterns of the connected audience.

We are fascinated by the aviation universe and we believe that it deserves to be explored in a different way, deviating from obvious routes and bringing new perceptions to the industry. After taking the skies in Rio de Janeiro, our group is growing and taking higher flights with Flap Rio.

 [/company/wind-rio](#)

 [wind.rio](#)

 [www.windrio.group](#)



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.RIO

panorama.rio

FLAP RIO

wind.rio

As seen on:

The
Telegraph

BEAUTIFUL
DESTINATIONS

GLOBO

TF1

THE
INDEPENDENT

Tripadvisor
Travellers'
Choice
2018 . 2019 . 2020

norwegian

ABTA
magazine

SUNDOWNER
Abercrombie & Kent

JBFM
99,9

Smiles

Viajar
Guia
Melhor

Innovation & future plans



Innovation is our DNA. We are in constant movement, rethinking the future of air mobility through innovation, technology, and a design-thinking approach. We were born to reinvent the way people get connected, helping to build a new era of human mobility.

Although we know that our natural path will be a global expansion, we are currently in the process of consolidating our services in Europe, creating a network of trusted partners and operators in order to deliver an unparalleled air travel service.

Our growth strategy today involves the development of cutting-edge data-driven technology, establishing our commitment to offset carbon emissions, creating a network of the finest lounges and terminals, increasing our customer's brand experience through collaborations, event and festival operations, the development of exclusive travel packages and unique experiences, and much more.

We have bold dreams and we are excited to build the air transport of the future today.
We are just getting started.





Founder



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 pedro@flap.rio

 www.pedrofilipe.me

From Rio de Janeiro, Pedro Filipe is an entrepreneur passionate about aviation, travel, innovation and brand experience.

As a helicopter pilot and designer, throughout his professional journey, he accumulated expertise in brand management and customer experience with a strategic focus in service design. Pedro considers himself a creator and storyteller through brand experiences, creating real human relationships and emotional connections. His 9+ years of experience in aviation helped him to build a multidisciplinary background and a holistic view of businesses and brands over the years.

He believes that the aviation market still has a lot to be explored and he is passionate about building and developing innovations to the industry, deviating from obvious routes by bringing new perceptions to a very traditional market.

In his journey, he founded the Wind Rio Group and led his team in the development of all the brands of the portfolio. He also had the opportunity to study at leading institutions worldwide, such as the Walt Disney Institute, learning why a few companies have become the most desired brands in the world.



General

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 [flap.rio](https://www.instagram.com/flap.rio)

 www.flap.rio

Press & partnerships

 marketing@flap.rio

 www.flap.rio/press



FLAP RIO

air mobility



Air Carrier: Flap Rio is an air charter broker and does not operate any aircraft. All flights are operated by a properly licensed third party air carrier, compliant with rules outlined by the European Union Aviation Safety Agency – EASA, or other appropriate authority under foreign law.

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