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Air Elite by World Fuel Network Elevates its Service Culture Training Program

Ensures customers experience the Air Elite difference at every location

October 11, 2021– HOUSTON – Building on years of business aviation and customer service experience, the Air Elite® by World Fuel (Air Elite) Network has developed and implemented its own service culture training for members, the Air Elite Service Culture Training. This new program ensures consistency in elevated service across the global network. The service that Air Elite customers receive is unique in the industry. Built on the legendary Ritz-Carlton program, it has now been redesigned to deliver an exceptional FBO experience.

Industry-leading customer service has always been at the core of the Air Elite Network. This enhanced training is a foundational component of the Air Elite difference, underpinning its values:

- Maintaining modern, upscale facilities
- Exceeding industry standards on operational safety
- Collaborating on industry best practices
- Developing an engaged and empowered staff
- Creating a seamless customer experience through technology
- Evolving the customer service experience
- Practicing a commitment to continuous training

Led by the Air Elite team, this comprehensive two-day course results from two years of development and benchmarks The Ritz-Carlton philosophy. The course covers all FBO service delivery touchpoints, from line staff to customer service representatives. Participants are surveyed post-training to measure the effect on their service philosophy and the specific elements of the program. The following are a few examples of the supportive feedback shared about the Air Elite Service Culture Training's positive impact on their guests' experience and team culture.

Kristin Crawford, customer service manager, Jet Aviation - Scottsdale, stated: "[We saw] our team collectively come together with increased motivation and determination, [and]... truly execute and carry out the Air Elite difference in all our lines of work."

Maia Killerud, customer service representative, Monaco Air Duluth, said: "The biggest takeaway, for me, was the power of one to make a difference. When all of us do our part to promote "wow" moments and encourage lateral service, the company culture will be stronger than ever."

Samantha Justrich, customer service representative, Air 7, stated: "It is up to us, the employee[s] at the Air Elite location, to make the experience elite. The building can be pretty, but nothing will compare to service that stands out over the next place."

Air Elite Service Culture Training is tailored to the unique needs of each location, so FBOs have the best opportunity to apply concepts learned in the course and provide high-level service that is the standard at Air Elite locations. To date, 29 Air Elite member locations have completed the new program, with the remaining 56 network locations scheduled to complete by early 2022.

KABE	Lehigh Valley Aviation Services	Allentown, Pennsylvania
KAFW	Alliance Aviation Services	Fort Worth, Texas
KBLI	Bellingham Aviation Services	Bellingham, Washington
KBZN	Jet Aviation – Bozeman	Bozeman, Montana
KCMA	Air 7	Camarillo, California
KCMH	Lane Aviation	Columbus, Ohio
KCPS	Jet Aviation – St. Louis	Cahokia, Illinois
KCXO	Galaxy FBO	Conroe, Texas
KDHN	Aero–One Aviation	Dothan, Alabama
KDLH	Monaco Air Duluth	Duluth, Minnesota
KFLL	Jetscape Services	Fort Lauderdale, Florida
KFNL	Fort Collins-Loveland jetCenter	Loveland, Colorado
KFTY	Hill Aircraft & Leasing	Atlanta, Georgia
KFWA	Fort Wayne Aero Center	Fort Wayne, Indiana
KGSP	Cerulean Aviation	Greer, South Carolina
KHND	Henderson Executive Airport	Henderson, Nevada
KHOU	Jet Aviation – Houston	Houston, Texas
KJQF	Concord-Padgett Regional Airport	Concord, North Carolina
KLBE	Laurel Highlands Jet Center	Latrobe, Pennsylvania
KPHX	Swift Aviation	Phoenix, Arizona
KPTK	Maven by Midfield	Waterford, Michigan
KSDL	Jet Aviation – Scottsdale	Scottsdale, Arizona
KSNA	Clay Lacy Aviation	Orange County, California
KSSI	Golden Isles Aviation	St. Simons Island, Georgia
KVGT	North Las Vegas Airport	Las Vegas, Nevada
KVNY	Clay Lacy Aviation	Van Nuys, California
MMQT	FBO Redwings	Queretaro, Mexico
MYNN	Jet Nassau	Nassau, The Bahamas
TIST	Standard Aviation	St. Thomas, US Virgin Islands

Larry Wade, president, Golden Isles Aviation, stated: "Aviation guests visiting the 85 Air Elite locations can be confident they'll receive exceptional service and a consistent experience. The training ensures that our members recognize opportunities to create memorable moments and deliver elite service. Pilots and flight departments can be certain they will experience the high quality, safe and consistent level of service which has always characterized the network's distinct facilities."

About Air Elite® by World Fuel

Air Elite® by World Fuel is a global network dedicated to elevated diamond service at distinct facilities. All members commit to service excellence, are audited to ensure the highest service and facility standards, complete the Air Elite Service Culture Training benchmarked by The Ritz-Carlton philosophy and enrich the guest experience with the Air Elite Bonus. www.airelitenetwork.com

About World Fuel Services Corporation

Headquartered in Miami, Florida, World Fuel Services is a global energy management company involved in providing supply fulfillment, energy procurement advisory services, and transaction and payment management solutions to commercial and industrial customers worldwide. World Fuel Services sells and delivers liquid fuels, natural gas, electricity, renewable energy, and other sustainability solutions to its clients at more than 8,000 locations in more than 200 countries and territories through its Marine, Aviation, and World Kinect Energy Services divisions. For more information visit www.wfscorp.com or www.world-kinect.com.