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World Fuel Services

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World Fuel Services Network & Air Elite® Support World-Way Aviation for the Olympic Games

Membership offers network FBOs personalized support for large events

São Paulo, Brazil (August 30, 2016) – World Fuel Services Network and Air Elite provided personalized marketing event support to Brazil’s largest FBO, World-Way Aviation (SDCO), during the Summer Olympic Games in Rio de Janeiro. As a member of the World Fuel Services and Air Elite Networks, World-Way Aviation was provided with special marketing support to better serve their customers and attract new visitors.

Located in Sorocaba, just a 40 minute flight to Rio de Janeiro, World-Way Aviation serviced repositioning aircraft and Brazilian-based customers seeking to avoid Rio’s congestion and flight restrictions. With input from World-Way Aviation’s leadership, World Fuel Services’ marketing team developed a personalized package of marketing event materials. Marketing support included digital advertising on major flight planning and World Fuel Services websites, branded promotional items and signage, branded cups, napkins, and marketing collateral of World Fuel | Colt Flight Operation Solutions, and an attractive giveaway drawing package for FBO visitors.

“World Fuel Services’ team reached out to us well in advance of the Olympics so that we could formulate a plan. Their team made it a point to learn specifically in which areas we wanted support for the event and delivered all of the items they promised. We are thankful for World Fuel Services and the Air Elite Network’s support. We are certain that they will be a valuable partner for us for any future events that may come to our region,” said Ana Recart, CEO of World-Way Aviation.

FBOs in the World Fuel Services Network and Air Elite Network take advantage of marketing support for events of all sizes. Major sporting events often require such personalized and broad FBO marketing support. Notably, World Fuel Services Network FBOs, Air Elite FBOs, and partners were delivered this support during Super Bowls XLIX and 50, the World Cup, Daytona 500, and various NASCAR races to promote their FBOs to area visitors. FBOs were provided numerous promotional and marketing support elements to drive business to their locations and ensure that flight operations and their aircraft were provided with superior service with utmost safety and efficiency.

“FBOs and ground operations worldwide face a number of challenges when a major event is held in their area. Our Marketing and Sales Teams work closely with our FBO customer’s leadership team to help them design a campaign that incorporates the marketing support elements that will bring the most value to their particular location during the event,” said Michael Szczechowski, World Fuel Services’ Senior Vice President of Business Aviation Sales. “Every FBO and every event is different, so our team takes the time to learn about the FBO’s goals with regard to the event and provide support as needed. Our team is flexible.”

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World Fuel Services Network FBOs are offered a host of marketing support elements during major events. Support includes print & digital advertising (including features on WorldFuel.com and trip planning resource guides), promotional e-mail blasts, indoor/outdoor FBO signage, branded promotional items, service items, media relations assistance, sponsorships, training, marketing collateral, and even on-site support from World Fuel Services and network FBO staff.

World-Way Aviation (www.wwaviation.com.br) opened their state-of-the-art FBO in February, 2016 at Sorocaba Airport (SDCO), located 60 miles from São Paulo. This innovative facility is the most modern, flexible link for business aircraft traveling to São Paulo. World-Way offered Olympic travelers the convenience of a total of 96,961 square feet of hangar space and 69,642 square feet of ramp space. Among its world class amenities, the well-equipped FBO facility includes office space, luxurious VIP and pilot lounges, a flight planning room, conference room, cafeterias, and four hotel-style suites.

About World Fuel Services Network

The World Fuel Services Network is a network of branded FBOs that provide quality fuel, personal service and experienced support. The global network includes FBOs under the Phillips 66® Aviation and Ascent brands, along with the Air Elite Diamond Service designation.

Source: World Fuel Services Corporation

About Air Elite®

Air Elite® is a global network of uniquely exceptional FBOs. The premier network of Diamond Service locations is strategically positioned around the world. The comfort of consistency is delivered through elevated facility standards and benchmarking The Ritz-Carlton philosophy on customer service. Air Elite offers customers the pleasure of variety with the local expertise and regional nuances of independently owned FBOs. www.AirEliteNetwork.com

Source: World Fuel Services Corporation

About World Fuel Services Corporation

Headquartered in Miami, Florida, World Fuel Services is a global fuel logistics, transaction and payment processing company, principally engaged in the distribution of fuel and related products and services in the aviation, marine and land transportation industries. World Fuel Services sells fuel and delivers services to its clients at more than 8,000 locations in more than 200 countries and territories worldwide.

The company's global team of market makers provides deep domain expertise in all aspects of aviation, marine and land fuel management. Aviation customers include commercial airlines, cargo carriers, private aircraft and fixed base operators (FBOs), as well as the United States and foreign governments. World Fuel Services' marine customers include international container and tanker fleets, cruise lines and time-charter operators, as well as the United States and foreign governments. Land customers include petroleum distributors, retail petroleum operators, and industrial, commercial, and government accounts. The company also offers transaction management services which consist of card payment solutions and merchant processing services to customers in the aviation, marine and land transportation industries. For more information, call +1 305-428-8000 or visit www.wfscorp.com.

Source: World Fuel Services Corporation

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