

# Improved Mobile Experience Leads Improvements to Paramount Business Jets Website

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**Paramount Business Jets →**  
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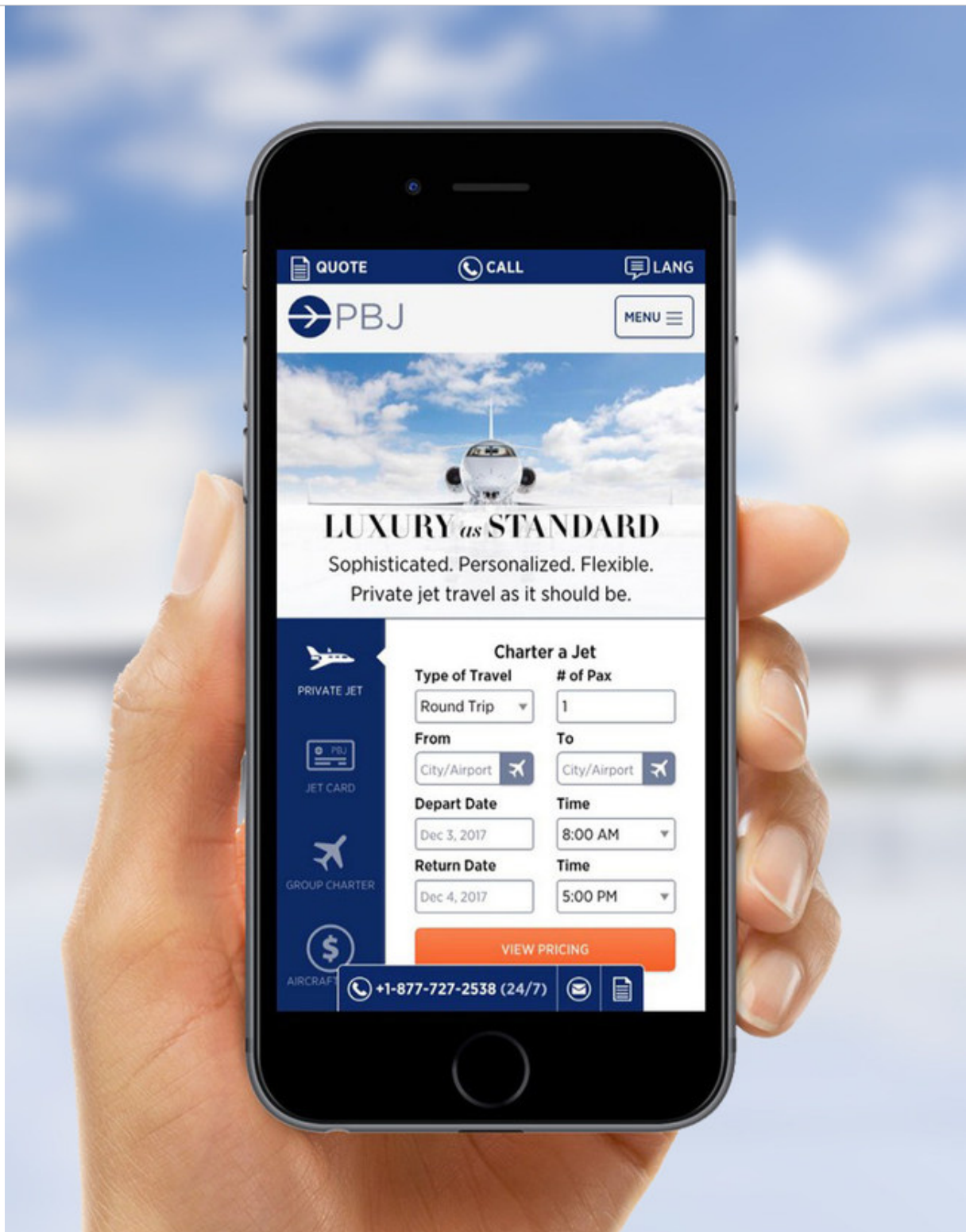
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LEESBURG, Va., Dec. 6, 2017 /PRNewswire/ -- Leading international aircraft charter, jet card membership, and sales and leasing broker Paramount Business Jets (PBJ) is pleased to introduce its new website at [www.ParamountBusinessJets.com](http://www.ParamountBusinessJets.com) featuring a bold new aesthetic with enhanced support for mobile device users around the world.

Paramount Business Jets founder and CEO Richard Zaher noted the new design and interface offers a more streamlined user experience that includes improved presentation and faster response speeds for desktop computers and mobile devices alike.

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The newly-redesigned Paramount Business Jets website is optimized for mobile devices, allowing people to book their private jets on the go.

"Almost half of our clients access our websites through their smartphones, and that number is only expected to grow in coming years," Zaher explained. "We felt now was the best time for a significant upgrade that positions Paramount Business Jets to seamlessly integrate this evolving focus on mobility and access."

The new site infrastructure also provides improved support for international website variants. "Distinct versions for the United States and the United Kingdom (at [www.ParamountBusinessJets.co.uk](http://www.ParamountBusinessJets.co.uk)) are available now, with support for additional regions and languages expected shortly,"

Zaher continued. "Our goal is to not only enable website visitors to perform any function from any device, but to also present this in multiple languages worldwide to serve our clients better."

Despite these changes, existing PBJ clients will easily find all the features and tools they're accustomed to seeing on the previous website, all presented in a more user-friendly manner. These include detailed explanations of various aircraft sales and charter options available through PBJ, and the wide variety of different aircraft types and sizes available.

The new websites also detail Paramount's commitment to operator and client safety through its independent audit program that complements the industry-renowned TripCheq system from ARGUS. Visitors may also learn more about the Platinum Services Jet Card and the Paramount Black Card, intelligent and innovative membership program alternatives offering luxury jet travel on your terms, as well as the PBJ corporate culture built on ethical practices, high standards, constant innovation and a commitment to excellence.

"We have also updated our branding to reflect PBJ's maturity and experience in the aircraft charter broker industry over the past 12 years," Zaher added. "This effort included a fresh new logo, designed by one of our team members, for which we've already received a high number of overwhelmingly positive comments.

"In total, our new websites serve not only as an informative and useful tool for existing PBJ clients, but also to introduce our company to a fresh audience," Zaher concluded. "We believe these refreshed websites highlight our commitment to deliver the highest level of private jet services that exceed our clients' expectations."

### **About Paramount Business Jets**

Paramount Business Jets (PBJ) is a worldwide private aviation solutions provider offering a wide range of services including private jet charter, jet card membership programs, and private aircraft sales and leasing. The company is recognized throughout the industry for its fair and ethical business practices, with a corporate culture built upon the core principles of honesty, integrity, and transparency. Twice ranked for as one of INC 500's fastest growing companies in America, PBJ was founded in 2005 by Richard Zaher, a former pilot and Aerospace Studies graduate of Embry Riddle Aeronautical University (ERAU) and the current president of the Air Charter Association of North America (ACANA). For more information, visit [www.ParamountBusinessJets.com](http://www.ParamountBusinessJets.com).

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