

# CENTRELINE AIR CHARTER AND BRISTOL FLYING CENTRE GROUP RENAMED AS CENTRELINE AND UNDERGO TOTAL REBRAND

News / Business aviation



**Bristol Flying Centre Ltd, the parent of Centreline Air Charter, has undergone a total brand review and today unveiled its new identity and website. The company, now all named Centreline, has rebranded to support its growth and continuing evolution as a European leading full service private jet management organisation.**

The extensive rebranding exercise includes a new website encompassing the company's board range of aviation services and a total corporate identity change which has been aligned across Aircraft Management, Charter, FBO, Engineering and ATO. In addition to the website, a new pilot uniform, aircraft branding, marketing material and signage has been created.

The new website ([www.centrelines.aero](http://www.centrelines.aero)) will seek to increase Centreline's online presence and help to communicate with current as well as prospective clients.

Commenting on Centreline's rebrand, CEO, Tanya Raynes said,

*"It is important that Centreline retains its established values of being a boutique, customer obsessed company, but at the same time develops a new and modern identity. This is an exciting time for Centreline and during this period of new ownership and growth it is right to invest further into our marketing strategy so creating an even stronger brand presence both on and offline."*

Raynes continued,

*"We have developed an identity that reflects Centreline's service ethos. No matter how large we become as an organisation we will continue to offer the same bespoke, personal service with some of the most experienced and talented people in the business residing in the Centreline Team."*

Centreline will be unveiling the new brand to customers and brokers over the coming weeks.

In early 2016 Centreline was purchased by Guernsey based family office, Pula Ltd and recently increased its managed fleet of aircraft to nine after gaining the management contract of the UK's first Legacy 500 aircraft.

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