



JSX Starts ATR Public Charter Operations

**A new era for regional travel in the United States,
combining premium comfort with responsible innovation**

Santa Monica, 13 January 2026 – ATR, the world's leading manufacturer of regional aircraft, and JSX, the United States' leading public charter air carrier, celebrated yesterday a milestone in their partnership with a special ceremony at Santa Monica Airport, showcasing JSX's first ATR 42-600 aircraft.

JSX, winner of the "5-Star Regional Airline" award from the Airline Passenger Experience Association for five years in a row, began operating its first ATR 42-600 in December on the Santa Monica–Las Vegas route, marking an early milestone in its fleet expansion. Building on this success, yesterday's event celebrated the next step in this journey: JSX will operate four ATR 42-600s in early 2026, each featuring a premium 30-seat configuration. Designed to deliver the convenience of semi-private travel with the efficiency of regional aviation, these aircraft will offer spacious interiors, business-class legroom, high-speed internet connectivity (pending certification), power outlets, and complimentary onboard amenities, redefining the customer experience in the U.S. regional market.

"JSX is proud to partner with ATR to relaunch this highly capable aircraft in the United States passenger market," said **Alex Wilcox, JSX Chief Executive Officer**. "The ATR 42-600 is a game-changer for JSX, enabling us to expand our award-winning hop on service to thousands more airports across the U.S. while maintaining the premium experience our Customers expect."

Nathalie Tarnaud-Laude, ATR Chief Executive Officer, added: "Introducing ATR aircraft into JSX's unique operating model is a powerful statement that our aircraft offering can elevate regional travels. And the ATR is not only relevant for today's passenger expectations; it is future-ready. Together with JSX, we are defining the next generation of regional passenger experience. Convenience is at the heart of this model, perfectly aligned with JSX's promise of a Joyful, Simple Experience: effortless boarding and arrivals closer to home, thanks to an aircraft that can access more airports."

The ATR 42-600 stands out as a modern regional aircraft, combining advanced technology with exceptional performance. Equipped with state-of-the-art engines from RTX's Pratt & Whitney Canada, it delivers outstanding fuel efficiency, reducing operating costs significantly. With its modern glass cockpit, ATR aircraft can also operate the latest navigation procedures improving airport accessibility, lowering pilots workload, further reducing fuel burn.

Beyond this partnership, ATR sees strong potential in the U.S. market, where the retirement of ageing 50-seat regional jets is creating a connectivity gap that turboprops are uniquely positioned to fill, offering airlines an efficient, responsible solution for communities across the U.S.

To enable JSX's long-term strategy of reaching underserved, challenging airports across the Mountain West, ATR recently secured FAA approval for a critical modification that allows operations at high-altitude airports. It ensures JSX can expand its network to challenging airports, reinforcing the strategic importance of this partnership.

The JSX and ATR partnership began on a high note at the 2025 Paris Air Show, where the two companies signed a Letter of Intent for up to 25 ATR aircraft in ATR HighLine configuration. This collaboration is now paving the way for the growth of ATR's footprint in the U.S., with the air carrier planning to expand its ATR fleet, and the manufacturer continuing to support JSX's vision for smarter, more responsible connectivity. Both companies share a commitment to innovation and sustainability, ensuring that regional aviation in the United States evolves to meet the needs of travellers and communities alike.



ABOUT JSX

Founded in 2016, [JSX](#) is a 'hop-on' public charter service that's faster on the ground, more comfortable in the air, and competitively priced. JSX has been recognized by Travel + Leisure as the "#1 Domestic Airline" in the 2024 and 2025 World's Best Awards, Inc. Magazine's 2024 *Best in Business*, and is the world's only Airline Passenger Experience Association (APEX) 2026 Five-Star Regional Airline for a sixth consecutive year. JSX serves 29 airports across the United States and Mexico with a fleet of 51 Embraer jets and 2 ATR turboprops. With over 1,000 Crewmembers, JSX links popular leisure and business destinations in Arizona, California, Colorado, Florida, Nevada, New Mexico, New York, and Texas, offering industry-leading benefits including:

- Allowing Customers to check-in just 20 minutes before their domestic flight from dedicated private terminals (45 minutes for international flights)
- No long check-in lines and advanced and efficient security screening
- A bright, modern cabin interior featuring 30 comfortable seats with business class legroom, no middle seats, and power outlets at every row
- Added complimentary amenities for all Customers such as two checked bags (including golf bags, skis, and snowboards), drinks, snacks, and cocktails inflight
- Planeside baggage retrieval within minutes of arrival
- Club JSX, a generous loyalty program offering Customers tangible Rewards that are easy to accrue and simple to redeem
- Free onboard Starlink Wi-Fi; JSX was the global launch customer for Starlink and has offered this service free of charge to Customers on all flights since May 2023 (Starlink on ATR flights expected Spring 2026)

JSX flights may be booked directly through www.jsx.com or on the JSX mobile app.

ABOUT ATR

ATR is the world number one regional aircraft manufacturer with its ATR 42 and 72, the best-selling aircraft in the below 90-seat market segment. The unifying vision of the company is to accelerate sustainable connections for people, communities and businesses, no matter how remote. Flown by some 200 airlines in over 100 countries, ATR aircraft open 120 new routes every year on average, facilitating the development of territories and enabling access to crucial services like healthcare and education. Thanks to ATR's focus on continuous innovation and the intrinsic efficiency of the turboprop technology, ATR aircraft are the most advanced, versatile, cost-effective and lowest-emission regional aircraft on the market, emitting 45% less CO2 than similar-size regional jets. In January 2022, we flew the first ever commercial aircraft using 100% SAF in both engines. ATR is a joint-venture between Airbus and Leonardo. Visit us on www.atr-aircraft.com for more information.

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