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CLIMBING. FAST. UPDATE EDITION 2, JUNE 2025

CLIMBING. FAST. UPDATE

Welcome back to the *CLIMBING. FAST.* update, your source for the latest information and milestones as we work to highlight business aviation's essential role in supporting jobs, driving economic activity, connecting communities, supporting philanthropic lift and innovating on sustainability — on the ground and in the air. Here's a look at some recent highlights from the *CLIMBING. FAST.* advocacy campaign.

EXPANDING OUR GLOBAL FOOTPRINT

BBGA Joins Campaign

CLIMBING. FAST. has a new member! The British Business General Aviation Association (BBGA) joined the campaign last month, becoming the first European national association to do so. BBGA will use the platform to showcase business aviation's contributions to jobs, sustainability and innovation. It will also incorporate its "Did You Know" and #BizavEnables campaigns to share positive stories and data through video content and social media. Read more.

PARTNERS LAUNCH NEW ONLINE RESOURCES

New IBAC, BBGA Websites Unveiled

The International Business Aviation Council (IBAC) recently launched the website ***CLIMBING. FAST. International***, marking a major step in unifying global advocacy under the *CLIMBING. FAST.* banner. BBGA also debuted a hub for UK-based resources and messaging, ***CLIMBINGFAST.co.uk***. The websites increase *CLIMBING. FAST.'s* digital capabilities and information tailored to local audiences while maintaining the campaign's cohesive voice. **Read more about the expanded *CLIMBING. FAST.* campaign**.

2025 US FLY-INS TAKE THE MESSAGE TO CAPITOL HILL

Meetings With Lawmakers

Two business aviation delegations have been to Capitol Hill to bring *CLIMBING. FAST.'s* message to Congress. On June 11, more than 70 young professionals from dozens of aviation businesses across the U.S. participated in the fourth annual NBAA YoPro Capitol Hill Fly-In, highlighting *CLIMBING. FAST.* priorities, including proposals for promoting sustainable aviation fuel production. This followed a March fly-in that also touted *CLIMBING. FAST.* For that fly-in, members of NBAA's Environmental Subcommittee met with a dozen congressional offices.

PROMOTING THE CAMPAIGN AT KEY EVENTS

CLIMBING. FAST. was the centerpiece of **NBAA's 2025 Orlando Regional Forum**, which convened civic and business leaders to discuss aviation innovations. Local officials unveiled bold plans to begin advanced air mobility (AAM) services by 2027 and integrate eVTOL aircraft into central Florida's transportation network. Three companies — Atlantic Aviation, Eve Air Mobility and Signature Aviation — spoke about their role leading the push to make AAM a reality.

At **NBAA's White Plains Regional Forum**, *CLIMBING. FAST.* members highlighted business aviation's leadership to advance sustainability, technology and society. BETA Technologies showcased the electric ALIA aircraft and its historic landing at JFK. Million Air said it was using partnerships to build out electric charging infrastructure, one key to achieving net-zero emissions. And Textron Aviation spoke about the Special Olympics Airlift as an example of the industry's deep commitment to humanitarian efforts.

CLIMBING. FAST. RECOGNIZED WITH 2 AWARDS

PRNEWS selected *CLIMBING. FAST.* as the winner of its 2025 Digital Awards Cause-Related Campaign, recognizing the campaign's work to change perceptions of the business aviation industry. *CLIMBING. FAST.* was also selected as an honorable mention in the Brand Partnership category. Read more in the **press release** and the **story in AIN**.

NEW ADVOCACY RESOURCES

General aviation supports more than **1.3 million** jobs and generates **$339.2 billion** in total economic output in the U.S., according to a recently released economic impact study. Download and review the study here.

IN THE NEWS

CLIMBING. FAST. partners have been busy promoting business aviation's essential role:

- AeroTime: Wisk selects Miami as launch city for first air taxi services at Paris Air Show
- Biofuels International: Neste and Chevron Lummus drive SAF and RD innovation
- Reuters: Beta Technologies, in a first, lands passenger-carrying electric aircraft at NY airport
- Biofuels International: BBGA is first European national association to join SAF advocacy initiative
- Business Air News: *CLIMBING. FAST.* initiative taken on by multiple bodies
- AIN: *CLIMBING. FAST.* Bizav Advocacy Initiative Goes Global
- AIN: *CLIMBING. FAST.* Campaign Climbs to the Top
- AIN: World Fuel Rolls Out SAF Book-and-claim Tool
- Duluth News: Cirrus Aircraft and general aviation fuel Duluth's economy
- Agri Pulse: Former Senator: SAF's success depends on cross-sector collaboration
- Cedar Rapids Gazette: Business aviation critical to communities across the U.S.
- AIN: Embraer Hopes for Bright Skies Ahead with Solar Installation
- Biofuels International: SAF industry takes flight with £14.7 billion global investment

CLIMBING. FAST. PARTNERS

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Want to be featured in the next edition of the *CLIMBING. FAST.* Update newsletter? Email dhubbard@nbaa.org.

Sign up for updates, more information, and resources on our new *CLIMBING. FAST.* website.

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