

LAS VEGAS, Oct. 21, 2013 /PRNewswire/ -- [AC-U-KWIK](#), a recognized leader in global business aviation information and part of the Penton Business Aviation Market Group today announced a strategic alliance agreement with UK-based flight planning company RocketRoute. Under the agreement, AC-U-KWIK will deliver RocketRoute's flight planning services to business aviation operators throughout the United States and Canada, providing them with a low-cost, next-generation flight planning solution.

RocketRoute provides a modern, professional approach to flight planning and dispatch. The system is used extensively throughout Europe with more than 35,000 registered users, processing over 600,000 routes. Users can plan routes, fine-tune flight details and file flight plans all from one simple-to-use app, which is accessible on any device. RocketRoute has been refined and adapted for North American markets and is currently available for free trial by operators, pilots, and dispatchers.

AC-U-KWIK's editorial staff and data analysts work closely with a wide range of aviation companies, including airports, fixed-base operators (FBOs)/handlers, corporate and charter operators, plus fuel providers and other ground service companies.

Kurt Lyall, co-founder of RocketRoute, says, "We are delighted to be launching our service with AC-U-KWIK in North America to deliver our flight planning solutions to an even wider market. Both companies share a vision and passion to simplify flight planning and dispatch. We are confident that North American operators will discover significant savings compared to other flight planning systems."

Frank Craven, managing director of the Business Aviation Group at Penton, says, "RocketRoute represents the future of flight planning, where everything that flight ops and pilots might need are built into one app and flight data is accessible on any device. We are pleased that the AC-U-KWIK brand is in a position to support RocketRoute's expansion into North American markets."

At NBAA 2013, the AC-U-KWIK/RocketRoute team will hold a media briefing on Monday, October 21 at 2pm in Press Room 3, N117 to formally announce the alliance and to present RocketRoute services to the press. The team will be available throughout the show to demo RocketRoute on both desktop and mobile devices.

To check out RocketRoute, please visit [BOOTHS C9430 | N1216](#) at NBAA2013.

Companies interested in a trial of RocketRoute should contact sales@rocketroute.com.

About Penton Aviation [Penton Aviation](#) is the largest multimedia information and services provider for the global aviation, aerospace and defense industries. Industry professionals rely on Penton Aviation for analysis, marketing and intelligence. Customers include the world's leading manufacturers, suppliers, airlines, business aviation operators, militaries, governments and other organizations that serve this global market. The product portfolio includes Aviation Week & Space Technology, AC-U-KWIK, Aircraft Blue Book, Airportdata.com, Air Charter Guide, Air Transport World, AviationWeek.com, Aviation Week Intelligence Network, Business & Commercial Aviation, ShowNews, SpeedNews, Fleet and MRO forecasts, global maintenance, repair and overhaul (MRO) tradeshow and aerospace & defense conferences.

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Penton is a privately held company owned by MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP.

About RocketRoute Founded in 2010, RocketRoute has rapidly grown to become a full worldwide planning solution for jet and turboprop operations. The system has processed over 600,000 routes and has over 35,000 registered users worldwide. Originally developed to provide self-service planning and dispatch for private aircraft owners the system has gained popularity among operators for its ease of use, value for money and fresh approach.

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