

CHECKERED FLAG: MIRA VISTA AVIATION LAPS THE COMPETITION WITH MSP

Honeywell and Thornton Aviation form a reliable 'pit crew' as Le Mans champion Patrick Lindsey reinvents Southern California's aircraft management and charter business.

Case Study



Honeywell

OVERVIEW

Patrick Lindsey lived life in the fast lane as a successful Wall Street trader before conquering the motorsports world with an amateur class win at Le Mans and a Le Mans Grand Touring Championship in 2019. He still races Porsches in his spare time, but these days you're more likely to find the Mira Vista Aviation president in the cockpit of one of their many Gulfstream business jets.

"I know that the president of an aircraft management and charter company doesn't usually pilot the aircraft," said Lindsey, who flies about 15 days a month. "But for me, flying is a great way to stay close to our customers. Their feedback defines what it takes to deliver exceptional customer experiences every time we fly."

As a racecar driver, Lindsey trusted his pit crew to have his back. At Mira Vista, Honeywell channel partner Thornton Aviation and the industry-leading Honeywell Maintenance Service Plan (MSP) provide the winning edge.

BLENDING NEW IDEAS WITH OLD VALUES

New ideas and old values are a winning formula for Mira Vista Aviation, where creating great customer experiences has been the top priority since Day One. "In 2015, I started looking around Southern California for a company with a strong service orientation to manage my family's aircraft, but I didn't have any luck," he said.

"We formed Mira Vista in 2016 with the idea of providing a more owner-centric management approach and acquiring an air carrier certificate so we can operate the aircraft we manage commercially," Lindsey added. "We help aircraft owners



maximize the value of their investment and provide charter customers with a premium passenger experience."

Mira Vista has grown steadily in size and reputation since its inception nearly a decade ago. The company currently manages and charters a fleet of about a dozen large-cabin business jets—mostly Gulfstreams—from Van Nuys and John Wayne airports in Southern California. Mira Vista is widely recognized for its innovative business practices and steadfast commitment to safety, efficiency and customer experience.

"There are lots of aircraft management and charter companies in Southern California," Lindsey said. "We differentiate ourselves as a nimble, boutique company that goes above and beyond to satisfy customers. Mira Vista lives in the concierge space and caters to the specific needs of private aircraft owners and charter customers who will settle for nothing short of excellence."

"There are a lot of correlations between racing and aviation, especially the team aspects of the two. In a 24-hour race, everyone has to pull together and get the job done. The same is true in aviation. I've been fortunate to pull from my experience in racing to bring people together to accomplish the Mira Vista vision."

**PATRICK LINDSEY,
PRESIDENT, MIRA VISTA AVIATION**



TEAMING UP TO IMPROVE AIRCRAFT MAINTENANCE

According to Mira Vista Director of Maintenance Justin Bowman, joining forces with Thornton Aviation has helped streamline maintenance.

"Thornton is a vital extension of our small in-house maintenance team from Extraord-N-Air," he said. "Thornton is extremely capable, reliable and innovative. I know I can always count on them to handle our overflow needs or avionics maintenance, repair and overhaul (MRO) – which is a Thornton strong suit."

Vince Russo, Thornton Avionics Director, and Gail Erwin, Contracts and Sales Manager, are always ready to jump when Bowman calls. "There is no substitute for strong personal relationships developed over years of working together," Bowman said. "I trust Vince, Gail and the Thornton team to be proactive and responsive. 'No' is not in their vocabulary."

For Russo, trust is a two-way street. "Thornton and Mira Vista have a powerful relationship," he said. "Patrick, Justin and the Mira Vista maintenance team are open, honest and realistic about their requirements and schedules, which we really appreciate. They have been a great customer and I really enjoy working with them."

Erwin agrees. "Mira Vista is easy to work with because they are reachable, approachable and knowledgeable about business aviation – I wish we could clone them!"

Honeywell introduced the MSP nearly 50 years ago as an affordable way for aircraft owners and operators to protect their aircraft. MSP is a collection of value-adding service plans that protect engines and auxiliary power units, avionics components, mechanical components and nacelles (for the HTF7000).

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DELIVERING RELIABILITY AND PEACE OF MIND

The Honeywell MSP reinforces the total customer experience that has made Mira Vista famous among aviation management and charter companies. Since the company was founded, Mira Vista has worked with channel partner Thornton Aviation to encourage aircraft owners to cover their aircraft.

With MSP-Avionics, Mira Vista covers the complement of avionics systems and components on the Gulfstream IV-SP, V and 650 business jets in their fleet. MSP covers equipment ranging from major systems like cockpit displays and safety systems to valves, selectors and filters.

"Enrolling Mira Vista aircraft in MSP is pretty much a no-brainer," Bowman said. "11 of our 13 aircraft are covered



by the MSP, which shields our owners from the high cost of unplanned maintenance on avionics and mechanical systems. The plan also makes it easier to obtain parts, which can help us avoid aircraft on the ground (AOG) situations and get customers back in the air faster and more efficiently."

"Budgeting is easier with MSP and the plan can pay for itself with a single major unplanned maintenance event," Lindsey added. "We have seen the benefit of MSP maybe 100 times in the last decade."

He noted that Mira Vista operates five Gulfstream IV-SPs, which are later models of the G-IV. "These are still great airplanes with a lot of life left in them, but they were type-certified in 1987. What you are really buying with MSP is peace of mind."

Honeywell Aerospace Technologies

1944 East Sky Harbor Circle
Phoenix, AZ 85034
aerospace.honeywell.com

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