



## Gogo Announces a "Connected" Partnership with NASCAR Champion Brad Keselowski

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BROOMFIELD, Colo., Aug. 19, 2015 /PRNewswire/ -- Gogo Inc. (NASDAQ: GOGO), a leading global aero communications service provider, announced today that it has entered into a multi-faceted partnership with NASCAR champion Brad Keselowski.



The company, which offers a complete suite of solutions including in-flight Internet, entertainment, text messaging and a host of other communications-related services to the commercial and business aviation markets, is widely credited with many of the industry's most influential achievements.

"We're excited to announce our partnership with Brad Keselowski," said John Wade, Gogo Business Aviation's Executive Vice President and General Manager. "Brad is a very knowledgeable and insightful consumer and he'll be a tremendous asset to the Gogo brand. As a user of our products and services, he'll be an expert resource for other business aircraft operators about in-flight connectivity and entertainment, and he can give us valuable feedback on our services."

Gogo's partnership is a perfect fit with Keselowski, one of NASCAR's most tech-savvy and high-profile drivers. The 2012 Sprint Cup Series champion and 2010 XFINITY Series champion is also the owner of Brad Keselowski Racing, an organization that fields two full-time entries in the NASCAR Camping World Truck Series. Those responsibilities – plus interacting with his Twitter followers (560,000 and counting), whom Keselowski considers his "fan club" – add up to a critical need for communications services whether on the ground or in the air.

For travel to races, sponsor engagements, and numerous other business-related activities, Keselowski currently owns and operates a Learjet 45 business aircraft with a full suite of Gogo capabilities, which include:

- [Gogo Biz](#). In-flight Internet and voice service.
- [Gogo Vision](#). In-flight entertainment and information. Serves up approximately 200 on-demand movies and TV shows – along with moving maps, news, flight progress information and destination weather.
- [Gogo Text & Talk](#). In-flight calling and texting with passengers' own smartphones – and their own mobile numbers.
- [UCS 5000](#). Gogo's next-generation, all-in-one cabin router and media server.

"Gogo has made a positive difference in what I do both as a driver and team owner," Keselowski said. "For me, the airplane is a business tool – it's a time machine – and the ability to take my entire digital lifestyle with me when I fly is simply invaluable. Gogo allows me to be productive in my business by eliminating the downtime of not having access to the internet when I'm in the air, and I can get my work done quickly and efficiently. Whether it's staying in close contact with my family and business team, interacting with fans immediately after a race, seeing our flight's progress, or just watching a movie – it all couldn't be easier. I'll never fly 'unconnected' again."

Joey Meier, Director of Aviation and Chief Pilot for Brad Keselowski Racing, added, "Since equipping the aircraft with Gogo earlier this year, one surprise has been the difference Gogo has made from an operational standpoint. It's been a huge help to us in the

cockpit – we use it for cockpit weather and operational applications, communicating with personnel on the ground, and much more. It definitely helps us deliver a better experience for passengers."

## Resources for Editors

- PHOTO: [GogoKeselowskiPartnership2015.PNG](#)
- Photo caption: *NASCAR Champion Brad Keselowski Takes His Connected Life to the Sky with Gogo*

## About Gogo

Gogo is a leading global aero-communications service provider that offers in-flight Internet, entertainment, text messaging, voice, connected aircraft services and a host of other communications-related services to the commercial and business aviation markets. Gogo has partnerships with 11 major commercial airlines and is now installed on nearly 2,400 commercial aircraft. More than 6,800 business aircraft are also flying with its solutions, including the world's largest fractional ownership fleets. Gogo also is a factory option at every major business aircraft manufacturer.

Gogo has more than 900 employees and is headquartered in Chicago, IL, with additional facilities in Broomfield, CO, and various locations overseas. Connect with us at [www.gogoair.com](http://www.gogoair.com) and [business.gogoair.com](http://business.gogoair.com).

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