

## MBA AVIATION ANNOUNCES

### UrbanLink Selects JumpseatSMS for its Safety Management System

#### FOR IMMEDIATE RELEASE:

**ARLINGTON, October 23, 2024** – [mba Aviation](#) is pleased to announce [UrbanLink Air Mobility LLC](#) (UrbanLink), a South Florida-based leader in advanced air mobility (AAM) and zero-emission transportation, as its launch customer for JumpseatSMS in the Advanced Air Mobility (AAM) sector.

JumpseatSMS is mba Aviation's turnkey risk management software designed to streamline SMS development and implementation for Air Operators under Part 135 and 91.407 in addition to corporate flight departments, flight schools and utility operators.

David Tokoph, mba President & CEO shared his thoughts on the partnership, "UrbanLink's onboarding of JumpseatSMS in the early stages of their development helps to underscore their commitment to safety from day one, and we welcome them as a customer."

UrbanLink is positioned to be the first independent operator of all electric zero emission AAM solutions and the first airline in the U.S. to integrate electric vertical takeoff and landing (eVTOL) aircraft into its fleet. With a growing fleet, UrbanLink is dedicated to revolutionizing urban transportation by combining all-electric air, sea, and ground vehicles, optimizing connectivity, efficiency, and convenience.

"Part 5 of the current FAA regulations mandates that every commercial airline operator utilize a robust and effective Safety Management System," said **Ed Wegel, UrbanLink Founder and Chairman**. "Airlines flying advanced air mobility eVTOL aircraft are no exception, making it critical for us to choose the right system. SMS is the cornerstone of every part 135 operation, and we have selected the JumpSeatSMS system, developed by MBA, because it meets all of our requirements and is backed by one of the world's leading aviation consulting firms. We look forward to working with MBA to fully implement this system during our certification process."

JumpseatSMS meets national and international requirements for a fully functioning SMS, by strengthening the foundational pillars of SMS – Safety Accountability; Safety Risk Management; Safety Assurance; and Safety Promotion.

For more information on how you can simplify your operations visit [www.jumpseatsms.aero](http://www.jumpseatsms.aero) or call +1 703 276 3200.

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#### ABOUT MBA AVIATION

mba Aviation is an industry leading aviation advisory firm with over 30 years of experience. mba serves the international aviation and financial services communities by providing expert level



asset valuation, technical services, asset management, airline & airport services, and safety consulting.

### **About UrbanLink**

UrbanLink is a South Florida-based advanced air mobility (AAM) company dedicated to revolutionizing urban transportation by combining all-electric air, sea, and ground vehicles, optimizing connectivity, efficiency, and convenience. Led by aviation industry veteran Ed Wegel, UrbanLink is committed to creating smarter, greener, and more efficient transportation systems that enhance connectivity and sustainability in South Florida and beyond. UrbanLink is positioned to be the first independent operator of all electric zero emission AAM solutions and the first airline in the U.S. to integrate electric vertical takeoff and landing (eVTOL) aircraft into its fleet. For more information, visit [flyurbanlink.com](http://flyurbanlink.com).

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