

Learjet 60 XR

Takes Off with New Middle East Sales

On January 30, 2007, just one day before the start of the second Middle East Business Aviation (MEBA) conference in Dubai, United Arab Emirates, Bombardier Aerospace announced its latest Middle East coup: the sales of four new Bombardier Learjet 60 XR midsize business jets together valued at \$52 million US. The purchased aircraft are destined for Dubai (United Arab Emirates), Jeddah (Saudi Arabia) and Kuwait.

Particularly exciting was the presence at MEBA of one of the purchasers, Ghassan Tabbah Shalabi, President of Inma Arabia Investment of Dubai, who stated he chose the Learjet 60 XR aircraft because of its synthesis of technology and comfort. Shalabi noted the craft's takeoff speed and climb capability, cutting-edge avionics, short-runway capability, and spacious cabin size as key deciding factors in his aircraft selection.

According to **Bob Horner**, Bombardier Vice President, International, this recent foray into the Middle East "demonstrates our commitment to the territory. Most important of all is our product range and our ability to offer the region something that a few years ago might not have been as well accepted. Currently, there is a greater need for businessmen to travel in-territory, particularly on shorter-haul routes. With the addition of the Bombardier Learjet 60 XR, Bombardier now has the right product to meet the changing demands of the region."

Horner notes that Bombardier's partnership with premier charter leader ExecuJet represents significant investment in the area, as ExecuJet operates a full fixed-based operation and maintenance facility in Dubai, which has been a paramount contributor to Bombardier's growth in the Mideast. Additionally, says Horner, "We have bolstered our sales force in the territory." Awareness of and sensitivity



Joining Bombardier's Jahid Fazal-Karim is Middle East launch customer Ghassan Tabbah Shalabi, chairman of Inma Arabia Investment of Dubai.



Bombardier's Jahid Fazal-Karim with Ghassan Tabbah Shalabi and his team.

to cultural differences between North American business practices and those of Middle East countries can open doors to successful business, and Bombardier has taken this into account by employing a native-born Middle East Regional Vice President and Sales Director. "It's very easy to offend somebody from the Middle East without meaning to do so. We need to ensure that we pay the right respect in the territory," he explains.

"Bombardier has been present in this sector for many years. Typically, we've been successful in selling wide-bodied aircraft such as the **Bombardier Challenger** business jet, **Bombardier Global 5000** long range business jet and the **Bombardier Global Express** ultra long range business jet. It's only recently that we've had success with the Learjet series, as well," comments Horner. "It's a region we consider extremely important in our marketing and sales efforts."

In just over a year, Bombardier has sold more than 25 new business jets in the region," states **Jahid Fazal-Karim**, Senior Vice President, Sales, Bombardier Business Aircraft. "The Learjet 60 XR midsize business jet is raising the bar in the midsize category on every count and is clearly a factor in our Middle East growth." □



BOMBARDIER FLEXJET

Jet Card Increases Options for Business Jet Travellers

Last June Bombardier Flexjet, the fractional business jet ownership program of Bombardier Aerospace, and Jet Solutions LLC, the air carrier operating Flexjet 25 flights under FAR Part 135, launched the Flexjet 25 jet card, offering travel-by-the-hour on an exclusive fleet of Bombardier business jets.

Where fractional ownership contracts start at 50 hours over a typical five-year term, fractional jet card deals come in smaller time increments and last one year.

"Jet cards are a segment of the market that has exploded over the last few years," explains **Sylvain Lévesque**, Vice President, Marketing and Administration, Bombardier Flexjet. "With Flexjet 25, customers can pay for what they need and it has allowed us to appeal to a broader base of customers. The product has several innovative features, but also has several cost-effective benefits."

The Flexjet 25 multi-tiered card program is unique. Clients choose a time block of 25, 30 or 35 hours; select a business jet from among the **Bombardier Learjet 45**, **Learjet 60** and **Challenger 604**, and pick a pre-set travel calendar of either 275, 325, 355 or 365 days. People with highly adaptable schedules might find a

275-day plan ideal, as it costs the least. Meanwhile, someone who wants the freedom to fly during peak travel days without extra charges may prefer to pay more for a card with more open dates. The time block, aircraft model and travel calendar chosen determine the price; plans begin at just under \$135,000 US.

"Flexjet 25 really gives people an opportunity to test out the product and then go into the fractional program if they like it," says **Enrique Molina**, Manager, Business Development. If the client is dissatisfied with the Flexjet 25 experience after the initial flight, the remaining hours are refunded.

Flexjet 25 card owners get service similar to that given to fractional owners, but "the card program is not flown on the coattails of the fractional owners," Lévesque stresses. Flexjet leases aircraft to Jet Solutions

specifically for jet card-based flights so that no extra use is added to planes belonging to fractional owners.

Like the fractional program owners, card owners are guaranteed to fly 95% of their hours on the Flexjet 25 fleet. The Flexjet 25 program service area extends 200 nautical miles (370 km) from the United States border, as well as to the Caribbean, Mexico and Bermuda, and card owners also have access to flights within Europe.

The Flexjet 25 fleet represents about five percent of Flexjet's fractional fleet. The program is planned to more than triple that figure over the next few years while adding both the **Bombardier Learjet 40** and **Bombardier Challenger 300** business jets to the jet card fleet.

"I'm very excited about the way it's going. We're in for a lot of success," Molina says. "We hope to keep introducing more people to the Flexjet 25 jet card program, which ultimately translates into increased demand for our fractional program." □



Ellen DeGeneres

The Flexjet 25 jet card has been featured several times on *The Ellen DeGeneres Show*, as part of contests the program held. One contest asked viewers to relate their "Worst Travel Nightmare Story" and the winner received a Flexjet 25 jet card. Another contest sought out the biggest Indianapolis Colts and Chicago Bears fans. The two winners were flown to February's Super Bowl in Miami courtesy of Flexjet 25.



VERIZON

**Chooses Challenger
for Comfort, Range
and the latest avionics**

When Bell Atlantic and GTE merged in June 2000, signifying one of the largest mergers in United States business history, communications technology firm Verizon Communications Inc. took shape as one of North America's premier such suppliers, now a titan with global reach in 75 countries across six continents. The name is a combination of *veritas* (Latin for truth) and "horizon," suggesting a future of innovation.

Dan Dunn, Executive Director, Aviation, works out of the company's Teterboro, New Jersey office. He summarizes Verizon's current activity base as comprising three key areas: wireless technology and cell phones – the primary of the three; telecommunications; and Verizon Business. The organization's latest initiative, FIOS, provides fibre-optic service in the area of high-speed data for cable television, positioning Verizon as the first major U.S. carrier to offer such a service.

Verizon's association with Bombardier Aerospace began in 1994 with the initial purchase of a **Bombardier Challenger 601** business jet, followed by the 1999 acquisition of a **Bombardier Challenger 604** aircraft, both of which were green purchases. The Challenger 601 represented an upgrade from the company's host of Citations and Hawkers, which became necessary with Verizon's increasing need for wide-bodied aircraft facilitating longer-distance travel to Europe. "The Challenger 601 not only afforded us the flying capacity we needed, it was priced comparatively to Falcons and Gulfstreams," explains Dunn. He appreciates the range and "the latest avionics in the cockpit" as important features of the Challenger 604 aircraft.

Dunn describes the Verizon-Bombardier relationship as an "honest, up-front" one, with a good track record of responsiveness from the Bombardier sales team, headed by **Roger Noble**, Sales Director for the Challenger and Global product lines.

The Verizon Aviation Department comprises a total of 52 employees, responsible for a fleet of four Gulfstreams, a Hawker and the two Challenger jets. Plans for the purchase of a **Bombardier Challenger 300** super midsize business jet are under way, with delivery expected

in July 2008. "The Hawker is relatively small in terms of range and cabin size. In our search for a super midsize business jet, we felt the Challenger 300 was the best choice in its class." Its role will be primarily for domestic travel traversing the east coast, through the Carolinas, Georgia, Florida and Dallas. "A key advantage of the Challenger 300 is that the cabin is as comfortable as that of our Challenger 604," Dunn points out.

Dunn's team boasts an excellent safety record – it has consistently won National Business Aviation Association Inc. (NBAA) awards – as the result of a number of measures he views as indispensable: twice-yearly pilot and maintenance crew training at Flight Safety Foundation (FSF) and SimuFlite coupled with ongoing in-house ditching, high-altitude and jet upset training; a full-time Safety Officer who reports directly to Dunn; an annual Safety Stand Down Day; and finally, a comprehensive Policy and Procedures Manual encompassing several decades' worth of instructional content and constant upgrading.

Having logged some 6,000 hours of flight time with Verizon to this point, Dunn says that due to the scope of his management responsibilities, he's currently "flying a wooden desk"; however, aviation remains his passion and he has been successful in transmitting his commitment to aviation excellence to his team of equally dedicated colleagues. □

QUERÉTARO

Two Challenger 850 Fuselages Delivered

The assembly line in Querétaro, Mexico, is operating. Less than a year after it opened, the plant has delivered two **Bombardier Challenger 850** corporate jet fuselages to Canada.

Réal Gervais, Vice President of the Manufacturing Centre in Mexico since November 2005, took part in getting the new plant up and running against formidable odds. "We had to work on several fronts at the same time. While we were starting up the assembly line, we were busy installing the plant's technical support material and beginning to assemble the first fuselage. It was a real technical adventure and a race against the clock. Everything from A to Z had to be carefully thought through: from the preparation to the transfer to the organization of the parts to the installation of the assembly jigs, and finally, to the transfer of knowledge to the new workers," Réal Gervais explains. "Thanks to the participation of the teams in Belfast and Montréal, the project was a success."

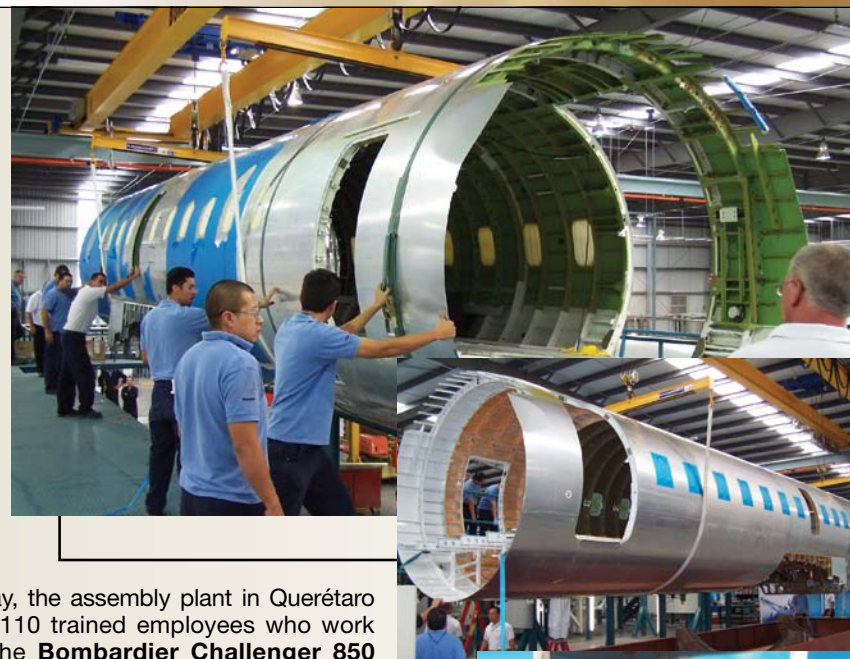
Now the results of that successful start-up are showing. After a road journey of over 5,000 kilometres across the North American continent, the first fuselage assembled at the Querétaro plant was delivered on January 26, 2007, and the second was delivered on February 19, to the plant in Dorval.

This first delivery did not go unnoticed in Querétaro. A special ceremony was organized to mark the accomplishment of

the team made up of members from the United Kingdom, Canada and, of course, Mexico. Francisco Garrido, Governor of the State of Querétaro, and several local dignitaries attended the ceremony. "Querétaro is now among the few cities and regions of the world that are leaders in the development of the aerospace industry," the governor proudly stated.

Start-up success

"Starting up an assembly line in a country with no aerospace history was a major challenge for Bombardier," Réal Gervais points out. A huge issue was access to qualified manpower trained in aerospace techniques. To overcome this, the Human Resources departments in Querétaro and Montréal initiated a major collaborative effort with the Technical University of Querétaro (UTEQ). The university began offering two parts-assembly training programs, which included a month-long internship at the Bombardier plant for graduating students prior to eventually being hired. "The employees joined forces to overcome many unexpected challenges. In spite of the language barrier, the new employees were able to benefit from the know-how of their colleagues at the other sites. Everyone came away having learned a great deal from the transfer of knowledge and the cultural exchange," said **Pascal Labelle**, head of Human Resources in Querétaro.



Today, the assembly plant in Querétaro has 110 trained employees who work on the **Bombardier Challenger 850** aircraft program and are capable of delivering two fuselages a month. The new Bombardier Aerospace plant in Mexico also takes in **Bombardier Q400** turbo-prop flight surfaces whose component assembly was recently transferred from a supplier in Japan.

"It was important for Bombardier to reposition itself internationally. The highly competitive nature of the industry and the increased value of the Canadian dollar have forced us to reduce our overall manpower and operations costs", Réal Gervais explains. The reasoning is all the more valid when considered within the framework of the North American Free Trade Agreement (NAFTA), by which Mexican and Canadian partners hope to strengthen their trading positions. □



Réal Gervais
Vice President
of the Manufacturing Centre
in Mexico

CHALLENGER
850