

NEW AIRCRAFT BRIEFING SERIES

BOMBARDIER AEROSPACE



As our New Aircraft Briefing Series continues, this month's featured manufacturer was Bombardier. The program was rich with information regarding a very broad spectrum of new and exciting product introductions. Joining us

from Bombardier for this program was Marc Bouliane, Product Manager of Global Programs and Puja Mahajan, Product Manager for the Learjet Series of aircraft. The amount of preparation and product knowledge that both presenters brought to this event made this presentation an absolute must see.

Marc Bouliane presented the new Global 5000. As his presentation began Marc focused on two market surveys that were used to identify key criteria for a new entrant in the Super Large Segment. This survey identified the desire and need for cabin comfort, especially in long range missions. It pointed out a need to have a takeoff field length of less than 5,000 feet and be competitively priced: Hence the Bombardier Global 5000! Initial specs find this new introduction to be right on target. The Global 5000 range will be 4,800 nm with a M0.85 and a large cabin providing for 3 distinct 109" zones. The aircraft will operate at a max cruise level of 510 with an initial cruise altitude of FL 430. Marc indicated that as a competitive product, they feel the Global 5000 holds considerable advantage over its competition. The Bombardier Global 5000 will provide better range, greater speed and shorter takeoff field length. All these factors add up to it being the most desirable aircraft in its category based on industry needs.

From an operator's point of view the Global 5000 will offer a common type rating, a common maintenance type rating and a common spare parts pool as the Global Express. This will enhance schedule flexibility and lower maintenance costs.

In terms of a milestone plan the Global

Express had its program launch in February of 2002. The Global 5000's first flight is scheduled for the first quarter of 2003, type certification scheduled for the first quarter 2004 and entry into service fourth quarter of 2004. The price is set at \$32,950,000. This puts it squarely in the line of site of the requested pricing based on industry surveys. In summary, the Global 5000 will provide best in class for cabin comfort, the ability to fly from Continental Europe to Central United States at M0.85, give access to more airfields than it's competition and be competitively priced. Thank you Marc for an excellent presentation.

Puja Mahajan took the microphone next to provide a look at the new products coming off the Learjet line. She started her presentation with a look back at what has been a 40-year tradition of Learjet's providing safe, reliable and high performance products to our industry. Just to jog a memory or two, the first Learjet product was introduced in 1964. It was really the first business jet! This Lear 23 series stared what is today an entire industry built on moving passengers and cargo around the world. The new Learjet introductions are all based on the very successful Lear 45 series that was introduced in 1997. Puja described what has become the Lear 45 platform advantage; unparalleled performance (speed, payload-range, time to climb), exceptional fuel efficiency, outstanding maintainability, certified to the most stringent standards and unparalleled value. Based on these advantages, Learjet has now introduced the Lear 40 and 45 XR. These new aircraft will have common parts, type ratings, maintenance tools and systems; providing lower cost of operation and efficiency for operators.

The Lear 40 will have a reduced fuel capacity, a shorter cabin by 24.5" and an updated interior. This will meet what Learjet has determined to be a true Light Jet requirement. Its specs reveal a range based on Long Range Cruise of 1,803 nm, at a long range cruise speed of M0.71 with a High Speed Cruise of M0.80. Baggage volume is an astounding 67 cubic feet. The introductory price is set at

\$6,915,000. The market introduction was July of 2002 with a scheduled service entry date beginning the first quarter of 2004.

The Learjet 45XR is based on three key modifications. Significantly improved payload and range, it now has the ability to fly with full fuel and full pax; reduced balanced field length, providing enhanced hot and high performance; and a noticeably improved interior combining comfort, functionality, maintainability and style. Some of the improvements are a 1,000 MTOW increase. This will provide for 8 pax with full fuel with a 450 nm advantage over the Citation Excel. The increased performance will be driven by the two TFE731-20BR engines, providing faster time to climb, faster cruise speeds and improved BFL at higher temps. The milestone chart for the 45XR shows a market entry date of mid- 2003. The first group of aircraft delivered will not have the engine upgrade but will be provided as an IOU upgrade and should be in service First quarter of 2004.

The entire discussion as well as some great graphics which support these terrific introductions may be seen in its entirety on the web at no charge at www.jetsales.com. We had a product wrap up live on the web on September 4th. This event featured operators who are currently using both Bombardier as well as Learjet products. This was one of the most in-depth presentations we have made to date. Also on board for this presentation was Tom Chapman with Aerospace Concepts reviewing completion issues on all Bombardier products.

Go to www.jetsales.com to see the schedule of the *New Aircraft Briefing Series*, brought to you by the Aviation Leadership Roundtable. It is an opportunity to speak directly to the manufacturer's top executive, sales people, customer service reps about new products and initiatives.

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