

NEW AIRCRAFT BRIEFING SERIES

The Dassault Falcon Jet



The month of July kicked off The Aviation Leadership Roundtable "New Aircraft Briefing Series". This series of live streamed web events is designed to throw the spotlight on 5 major aircraft manufacturers. The discussions are in an open forum format

relating to what new products are coming, what changes they will incorporate and how the new entrants will compete in the market place. Our first month was dedicated to Falcon Jet. It was a real success. Joining us on the panel was Brian Foley, Director of Marketing, Dassault Falcon Jet; Dr. Woody Saland, Avionics Instructor/Subject Matter Expert, EASy Avionics Suite, FlightSafety, and Mr. Tom Chapman, V.P. Sales and Marketing, Aerospace Concepts.

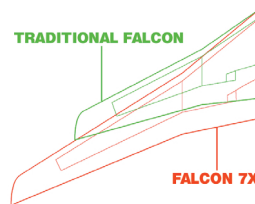
The program opened up with a brief discussion led by Brian Foley as to the state of sales at Falcon Jet. Brian reports that the company is delighted with new aircraft orders and they are exceeding expectations with sales of new aircraft. He feels the pre-owned sales market is lagging behind, but that overall Falcon Jet's new aircraft orders are "marching on!". They are extremely pleased with the 7X orders. Although deliveries for orders taken now won't be delivered until 2008, the company is still, even given today's weaker environment, taking firm orders. Inventory of available, short term delivery, new 2000's, 900EX's and 900C's are all but depleted.

Now for the cool stuff! The conversation shifted with great passion on Brian's part to the new 2000EX. This aircraft, slated for delivery in the fourth quarter of 2003, will bring "just what the doctor ordered" for the already enormously successful 2000 model. With an added range of almost 800 nautical miles, and a climb rate at max takeoff weight of 0 to 41,000 ft, the market is anxiously awaiting its arrival. Engine thrust has been increased, new fuel tanks have added 31%

more fuel capacity and take-off weight has also been increased. The same reliable wing and Falcon Jet dependability will cap off this exciting new introduction. I think it is also an equally important step that Falcon Jet has remained committed to the Falcon 2000. Often as new introduction aircraft come into the sky, the older earlier introductions are phased out. "We are full speed ahead to produce two flavors and press on with both ships", reports Foley. This will give great price stability to the 2000 and it's current owners and those that will be pre-owned buyers and sellers in the future. The production timetable began with the formal introduction in October of 2000. The FAA certification is 3rd quarter 2002 with deliveries slated to start second quarter 2003. New orders placed now would find deliveries occurring in December 2003.

The focus of the discussion shifted next to the all new Falcon 7X. This is truly a new aircraft from the ground up. The current 50EX, 900 series and 2000 series wing will be completely redesigned and introduced on the 7X.

Although the past design was truly a work horse, this new wing design, coupled with all other design changes in the 7X, will make it the first totally new jet design to hit the market from Falcon Jet (see drawing). Other new design features of the 7X are: a cabin 8 feet longer than the 900 series, 5,700 nautical mile range, (over 1,200 nautical miles from the 900EX), Fly by Wire, and side stick controllers. The wing provides 44% more wing area, with an aspect ratio of 9.0 vs. 7.6; sweep +5 degrees. All this together with P&W engines will provide 6,100 lbs. of thrust a piece. And there are three of them, making this aircraft a real performer. The plane will fly with 3 crew and 8 passengers for 5,700 nautical miles. The new Fly by Wire system will allow for



a more stable and maneuverable platform for a reduced workload with improved safety and comfort. The side stick controllers will provide better visibility and easier access to the pilot seat. The timetable for the 7X is as follows: FAA certification in second quarter 2006, with deliveries beginning second half of 2006.

The discussion continued with Dr. Woody Saland, briefing us on the EASy Suite of avionics. This is a revolutionary step in cockpit design and function. Honeywell has taken great steps in matching state of the art communications, navigation and display as well as function to what will bring exciting changes in future aircraft. For detailed information on these advances as well as a very comprehensive discussion on new aircraft completions from Tom Chapman of Aerospace Concepts, please visit the entire archived event on the web at www.jetsales.com. Next click on the Aviation Leadership Roundtable section and listen and watch on your computer. It's free and your e-mailed questions will be passed along to the guests for follow up answers.

In August Bombardier joined us to discuss their new projects as well. Marc Bouliane, Product Manager, Global Programs discussed the Global 5000. Puja Mahajan, Product Manager, Development Aircraft discussed the new Learjet 40 and Learjet 45 XR. Please visit www.jetsales.com to see these archives.

Go to www.jetsales.com to learn about the *New Aircraft Briefing Series*; a six-month series brought to you by J. Mesinger Corp Jet Sales and World Aircraft Sales magazine. The *New Aircraft Briefing Series* is a production of the *Aviation Leadership Roundtable*. It is an opportunity to speak directly to the manufacturer's top executives, sales people, customer service representatives and other current and prospective operators about new products and initiatives.

■ Jay Mesinger is the CEO of J. Mesinger Corporate Jet Sales. He is also the host of the Aviation Leadership Roundtable and Vice Chairman of NARA (National Aircraft Resale Association).