

Executive Jets Care



Executive Jets

Issue 3 • 2006 • Winter Edition

An Embraer Executive Jets Customer Support Publication

Customer Views from Embraer Executive Operators Conference 2006



We are pleased to present in this edition the exciting announcements Embraer made during the

National Business Aviation Association (NBAA) 59th Annual Meeting and Convention, held in Orlando, Fla., in October.

One of the most significant announcements was that Embraer will build three new service centers in the U.S. and one at the Le Bourget airport in Paris, dedicated to full-service care for the Phenom and Legacy aircraft. Furthermore, the Embraer Executive Jets authorized service center network has just been expanded in the U.S. and Europe.

Also announced were important associations with leading companies to support the Phenom 100 and Phenom 300 aircraft – including the global training joint venture between Embraer and CAE and the selection of UPS Supply Chain Solutions for logistics and shipping services in North America and the Caribbean.

Prior to the NBAA show, Embraer held the Executive Operators Conference in Orlando with the objective of improving our communication with and offering best-in-class services to our customers. A big thank you goes out to those who participated and who gave us their feedback by answering the Customer Support and Services Survey.

Enjoy reading this issue and we look forward to bringing you more exciting news!

Mauricio Aveiro
Vice President
Customer Support, Executive Jets

Orlando, Fla., was the location for this year's Embraer Executive Operators Conference, held from October 14-16. "This was the best conference we've ever had, as supplier and customer participation increased from previous years," said Scott Kalister, Vice President – Customer Support, North America. "Eighty percent of the U.S. executive fleet was represented at the Conference. Our goal is to continuously promote the communication among the Legacy 600 and Legacy Shuttle operators. This is the best way for them to receive and share information with others about the aircraft and in turn, get maximum utilization out of their airplanes."

The attendees at this year's Conference included single aircraft corporate operators, shuttle fleet operators and a fractional ownership operator.

"At this year's Conference I was excited to learn about the big announcement of the new service centers that were introduced in North America," said Keith



Hellem of Conoco Phillips in Ponca City, Okla. "Also, it was great to hear about the new distribution center for spare parts in Louisville, Ky. It's important to have another distribution center location other than in Florida, so we don't have to worry about hurricanes."

"The one thing that I took away from this Conference was the information on available service bulletins for the Legacy 600, as well as past operational and maintenance issues," said Ira Eichenfield of Corporate Flight International, who also recently took delivery of a Legacy 600 aircraft. "These subjects are beneficial for our company to learn more about."

"The Conference met my expectations, as it's always nice to have an opportunity to talk to vendors, other operators and people from Embraer in a social setting," added Hellem. "It's also comforting to go to these types of functions and be able to place the face with the name of those with whom you associate, as it's healthy for the operator-vendor relationship."

"Next year, I look forward to spending a little more time devoted to discussing operational issues with other operators, which I feel is the most valuable portion of the Conference," added Eichenfield. ●

News from NBAA 2006

This year, Embraer Customer Support was very well represented at the National Business Aviation Association (NBAA) conference, October 17-19, at the Orange County Convention Center in Orlando, Fla. A dedicated team of Customer Support professionals was on hand to explain to visitors about Embraer's newest capabilities. This year's NBAA show was considered the biggest and best year in the Association's history. At the close of the three-day event, the



attendance total was 33,088 people, a 14 percent increase over 2005.

See Customer Support announcements in this edition, pages 2 and 3. ●

See more

- Embraer & CAE Joint Venture
- Maintenance Tracking and Planning Services
- New Logistics Services Provider
- Embraer Executive Care for Phenom
- Service Centers Network
- Customer Support Survey
- Upcoming Events



Embraer Customer Support Announcements at NBAA

Embraer and CAE Form Training Joint Venture

Embraer and CAE have signed an agreement to form a global training joint venture, which will provide comprehensive pilot and ground crew training to Embraer customers of the Phenom 100 Very Light Jet and Phenom 300 Light Jet aircraft.

CAE, a world leader in providing simulation and modeling technologies, and integrated training services to the civil aviation industry and defense forces around the globe, will offer the initial training program at CAE SimuFlite in Dallas, Texas, beginning with the Phenom 100 entry into service in 2008. Plans for the joint venture include expansion to Western Europe and the Eastern U.S.

Under the terms of the agreement, the joint venture will provide entitlement training and post-entitlement training for pilots, maintenance technicians and dispatch personnel. This is CAE's first training program for the Very Light Jet and Light Jet markets.

CAE and Embraer will work together to develop all required coursework and provide a team of highly-qualified instructors to deliver all ground school and simulator instruction. As part of the training program, CAE will design and manufacture the full-flight simulator and combine CAE Simfinity® technology and devices into the comprehensive Phenom training program.

Pilots will have the course content tailored to their specific needs, as identified in the beginning of the process through tests, interviews and curriculum evaluation. Upon request, a mentor pilot program will be available and offered separately. ●



Logistics and Shipping Services Provider

Embraer selected UPS Supply Chain Solutions, a division of UPS, to perform dedicated service parts logistics and shipping services that will support the Phenom 100 and Phenom 300 jets in North America and the Caribbean.

The main distribution center for Phenom spare parts will be in Louisville, Ky., where Worldport, UPS's largest air cargo hub, is located. Embraer will maintain a complete stock of repairable, expendable and structural parts for Phenom jets at the center. In addition, Embraer will also stock critical parts throughout the U.S. at its authorized and Embraer-owned service centers and at its existing distribution center in Fort Lauderdale, Fla. ●

Maintenance Tracking and Planning Service

An enhanced version of the Embraer Tracking and Planning Service is being introduced for all its Executive Jets, as they become certified. The service is immediately available to our Legacy 600 customers and will become available for the Phenom and the Lineage aircraft upon entry into service. Embraer selected Flightdocs, a leading aviation maintenance systems company, to provide the technology and around-the-clock support for this service, which will be available to all Embraer Executive Jets customers.

The Maintenance Tracking and Planning Service will enable customers to securely access their aircraft maintenance plan through the Internet and dynamically update it by providing operational information. To support the customers with their maintenance planning, Embraer has designated a team of specialists who will also monitor the aircraft maintenance requirements and develop customized work packages to suit the operational profile of each aircraft.



To learn more about this service, please contact an Embraer Customer Account Manager or send an email to maintenance_tracking@embraer.com.br. ●

Embraer Executive Care for Phenom 100

The Embraer Executive Care program, currently being offered exclusively to Legacy 600 owners, has been expanded and tailored for the Phenom 100 and Phenom 300 jets and will be available upon entry into service in mid-2008 and mid-2009, respectively. Through this new program, Embraer will assist customers in managing airframe and engine maintenance and cover the execution of all aspects of maintenance tasks, service center reservations or even parts procurement. The program offers predictable monthly payments, based on projected flight hours and on the operational profile of each customer.

The Embraer Executive Care program is comprehensive, offering both scheduled and unscheduled airframe labor, parts and freight for service bulletins and airworthiness directives; a maintenance tracking and planning system; and engine coverage. Customers also have the flexibility of selecting varying levels of care and even optional coverage, such as an airframe mobile rescue team and engine life limited parts. ●

Embraer Builds New Customer Support Facilities

Embraer kicked off the National Business Aviation Association (NBAA) 2006 conference in Orlando, Fla., by announcing that the Company will build three new executive jet service centers in the U.S. and one in Europe, all of which will be dedicated to full-service care for the Phenom 100, Phenom 300 and Legacy 600 aircraft. "Customer support is crucial if Embraer is to succeed in its goal," said Luís Carlos Affonso, Executive Vice President, Executive Jets.

This announcement was made only one year after NBAA 2005, where Embraer fired up a dazzling show to unveil interior mock-ups of its new light and very light jets, as well as the names for these two revolutionary business jets: the Phenom 300 and Phenom 100, respectively.

Embraer thoroughly evaluated locations for these service centers throughout the

Southeast, West Coast and Northeast of the U.S., selecting Ft. Lauderdale-Hollywood International Airport, Ft. Lauderdale, Fla.; Williams Gateway Airport, Mesa, Ariz.; and Bradley International Airport, Windsor Locks, Conn. They will be completed before the first Embraer Phenom 100 aircraft goes into service in mid-2008. A fourth service center will be built in 2007, at the Le Bourget airport, in Paris, France. Each new Company-owned service center will consist of a facility with approximately 40,000 square feet (3,716 square meters), comprising hangar, shops and office space. The investment in the new facilities will total around US\$ 40 million. Embraer currently has three factory-owned service centers in Nashville, Tenn., U.S.; Gavião Peixoto, S.P., Brazil; and Alverca, Portugal.

"As we continue to expand our service

center network on all continents, these centers reflect our strong commitment to our Executive Jets customers," said Maurício Botelho, Chairman, President & CEO of Embraer. "Our goal is to develop a highly efficient and customer-friendly support infrastructure that will fully meet the expectations of our customers."

The second part of Embraer's support strategy includes revamping and upgrading 11 authorized service centers in the U.S. and five in Europe, and appointing seven new ones in the U.S. These new authorized service centers were chosen by criteria that included location, infrastructure quality and capabilities, flexibility to meet changing requirements and a track record for delivering premium quality services.

All service center facilities will provide

full-service aircraft care, including routine inspection, scheduled and unscheduled airframe, engine, avionics and other systems maintenance and repairs; 24/7 assistance; emergency services (AOG – Aircraft On Ground Rescue / Mobile Teams); and expendable and repairable parts stock. Services may also include painting and interior refurbishments.

"We have selected renowned service providers that cater to the business aviation community, upholding the highest standards in quality and customer support," said Luís Carlos Affonso, Executive Vice-President, Executive Jets. "We are committed to delivering premium services to our customers through a global network that will offer convenience and efficiency in support and services."

See the chart below. ●

Airport	Location	Phenom 100/300	Legacy 600
Gavião Peixoto Airport (SBGP)	Gavião Peixoto, S.P., Brazil	✓	✓
Le Bourget Airport (LFPB)	Paris, France	✓	✓
Alverca Air Base (LPAR)	Alverca, Portugal	✓	✓
Williams Gateway Airport (KIWA)	Mesa, AZ, U.S.	✓	✓
Bradley Int. Airport (KBDL)	Hartford, CT, U.S.	✓	✓
Fort Lauderdale Int. Airport (KFLL)	Fort Lauderdale, FL, U.S.	✓	✓
Nashville Int. Airport (KBNA)	Nashville, TN, U.S.		✓

Company	Location	Phenom 100/300	Legacy 600
Aero Air	Hillsboro, OR	✓	✓
Constant Aviation	Cleveland, OH		✓
Duncan Aviation	Lincoln, NE	✓	✓
Duncan Aviation	Battle Creek, MI	✓	✓
Eagle Creek Aviation	Indianapolis, IN	✓	
Elliott Aviation	Moline, IL	✓	
Landmark Aviation	Augusta, GA		✓
Landmark Aviation	Houston, TX		✓
Landmark Aviation	Los Angeles, CA		✓
Midcoast Aviation	Bedford, MA		✓
Midcoast Aviation	Teterboro, NJ		✓
Midcoast Aviation	West Palm Beach, FL		✓
Midcoast Aviation	St. Louis, MO		✓
North American Jet	Chicago, IL		✓
Premier Air Center	Dallas, TX	✓	
Stevens Aviation	Greenville, SC	✓	
Swift Aviation Services	Phoenix, AZ		✓
West Star Aviation	Grand Junction, CO	✓	

Company	Location	Phenom 100/300	Legacy 600
ABS Jets	Prague, Czech Republic	✓	✓
Harrods Aviation	Luton, United Kingdom		✓
Inflite Engineering	Stansted, United Kingdom		✓
Jet Aviation	Dusseldorf, Germany		✓
Ruag Aerospace	Lugano, Switzerland	✓	
Ruag Aerospace	Munich, Germany	✓	✓
Ruag Aerospace	Zurich, Switzerland	✓	✓

Steep Approach Operation Certification for FAA-based Operators



In October, Embraer obtained Federal Aviation Administration (FAA) certification for Steep Approach Operation of the Legacy 600 aircraft. In order to incorporate this technological capability, FAA-based customers should request the Embraer Service Bulletin, 145LEG-34-0013. Embraer operation manuals have already been revised to include Steep Approach information as well as the Embraer Flight Operations Performance software.

Steep Approach is defined as having the final glide path higher than 4.4 degrees, where obstacle clearance and noise constraints are a factor.

The London City Airport (IATA: LCY, ICAO: EGLC), widely known for its Steep Approach requirement, has a 5.5 degrees approach. The single-runway airport has 1500 m (4948 ft) of runway length, and is located in the middle of downtown London. Embraer's Legacy

has been operating in London City Airport since 2004.

It is important to highlight that in addition to the aircraft being certified for Steep Approach, pilots may also be required to be specifically trained. At London City Airport, for example, all pilots must hold a Commercial or Air Transport Pilots License and have completed at least three approaches at 5.5 degrees or steeper. When planning

to fly in an airport where steep approach is a requirement, check with the local airport authority on the specific conditions of operation.

European Aviation Safety Authority (EASA) and Brazilian Aviation Authority (ANAC) have already approved the Steep Approach Operation. ●

Customer Support and Services Survey

With Embraer's first worldwide Customer Support and Services Survey for the Executive Aviation, we evaluated the level of satisfaction of Legacy 600 customers with our Customer Support and Services and the Embraer Authorized Service Centers Network.

The survey was also used to enhance our knowledge of the habits, attitudes and behaviors of potential buyers, users, operators and owners of jets

as well as maintenance providers related to executive aviation customer support and services.

Moreover, Embraer developed a reference measure for its current Legacy 600 support, which will be assessed again periodically through research at customer bases and at our authorized service network. This knowledge is already supporting the actions required to comply with Embraer's vision as being one of the best customer support and services providers in the executive aviation market.

Research was based on a qualitative methodology, as Embraer wanted to have more direct input from all participants. Customers and Embraer's Service Center Network received a form prepared by AeroStrategy Management Consulting, a premier research firm focused on aviation and aerospace industries. AeroStrategy Senior Management team – with over 20-years' experience – is based in the U.S. and Europe, where currently over 90% of the Embraer Executive Jets fleet is located.

With a survey return rate of over 70%, all forms provided important insights on how to improve the satisfaction level of Embraer Executive Jets Customers. After receiving the forms, AeroStrategy interviewed 63% of the respondents –

providing Embraer with an independent view of all gaps and opportunities in our current Customer Support and Service organization and processes.

Customers evaluated eight categories considered – by them – the most important: Field Support, Technical and Maintenance Support, Flight Operations Support, Parts Support, Warranty, Total Legacy Care (upgraded to Embraer Executive Care), Service Center Support and Ease of Doing Business.

With more than 37 years of experience supporting the very demanding

worldwide commercial aircraft market, Embraer understands that its main task is to adapt its processes and people to the requirements of the business aviation market.

The survey results will be shared with our Customers and Service Center Network in dedicated meetings and also through changes in the way we support and service aircraft.

Embraer would like to send our deepest appreciation to all who participated in the Embraer Executive Jets Customer Support and Service Survey. ●

Most Important Categories Considered by Customers

- Field Support
- Technical and Maintenance Support
- Flight Operations Support
- Parts Support
- Warranty
- Embraer Executive Care
- Service Center Support
- Ease of Doing Business

Upcoming events

- ✓ Middle East Business Aviation – MEBA: January 31 – February 1; 2007 – Dubai, UAE.
- ✓ Asian Business Aviation Convention and Exhibition – ABACE: Hong Kong – China, February 6–7; 2007.
- ✓ 6th International Aerospace and Defence Exhibition – Aero India: Bangalore – India, February 7–11; 2007.

To learn more about Embraer Executive Jets' participation in Air Shows and Events, please visit www.embraerexecutivejets.com.

Executive Jets Care
An Embraer Executive Jets Customer Support Publication
Contact Us: roseli.nogueira@embraer.com.br

Editorial Coordinator: Roseli Nogueira Pinto
Collaborators: Christine Manna, Alfredo Gonçalves and Luiz C. H. Matsumoto
Art Direction: Performa Comunicação



Executive Jets