



At Embraer Executive Jets, we're entering a new era and I'm very pleased to be a part of this transition. As you know, in recent years we have revolutionized the business jet marketplace with our family of aircraft and have opened a whole new market segment for

Embraer with the introduction of the Phenom 100 and Phenom 300. And, to address these new challenges and opportunities, we're also restructuring to ensure that we remain responsive and efficient. After three years as Vice President, Customer Support - Executive Jets, Maurício Aveiro is returning to the airline side of our business as Vice President, New Programs - Airline Market. I'm very pleased to be joining the Executive Jet team as Vice President, Customer Support and Services. This new role offers an exciting opportunity to become involved with a market segment that is growing and is very important to our future. In this new role, I will also be responsible for the Material Support and Customer Training fully dedicated to the Executive Jets market.

Please allow me to introduce myself. I was born in Belo Horizonte – Minas Gerais and received a bachelor's degree in mechanical engineering. I've joined Embraer in 1984 as a Structural Engineer and I've had the opportunity to watch the company expand, working primarily on the airline side. I previously served as the Program Manager on the EMB-120, and as a Technical Support Director. I also gained valuable experience in Customer Support as the Managing Director and Chief Operating Officer of Embraer Aircraft Customer Services in Fort Lauderdale, Florida. Following that assignment, I was the Vice President, Customer Support - Airline Market. In April of 2007, I was named the Senior Vice President - Aviation Services. On October 1, I began my new role overseeing Executive Jet Customer Support and Services.

Needless to say, I am looking forward to the opportunity to develop ongoing relationships with our growing Executive Jet Customer base. As Embraer grows, we will continue to focus on strategies that promote direct and efficient communications between our Customers and our management team. As Customers, your input is extremely important to us and your satisfaction is our top priority.

As you will see in this edition of *The Embraer Advantage*, we are taking aggressive steps to meet the demands of our growing Executive Jets product family. Something new is happening virtually everyday at Embraer.

Sincerely,

Edson Carlos Mallaco
Vice President,
Customer Support and Services – Executive Jets



EMBRAER EXECUTIVE CARE. MAINTENANCE SUPPORT AS DISTINCT AS YOU.

EEC - Embraer Executive Care Enhances Owner Experience

Owners of Embraer Executive Jets readily admit that the exciting and surprising opportunities made possible by owning an airplane are among the factors that convinced them to acquire it in the first place. But, they're also quick to point out that they prefer to eliminate surprises when it comes to the cost of operation. That's why Embraer Executive Care (EEC) has become such an important and popular part of the Embraer ownership experience. It's also a key ingredient in the sales and support of Embraer's Phenom models.

EEC is being extended to include the Phenom 100 and Phenom 300, offering buyers the predictability, confidence and risk mitigation that has made it a veritable necessity among Legacy owners. EEC protects the buyer's investment by laying out a regular service plan that covers, together with Pratt & Whitney Canada's ESP® (Eagle Service Plan) Program, the entire airplane and establishes a formula for determining maintenance costs. The formula is specific to the model of Embraer executive jet being considered and adjusted according to the amount of usage the airplane experiences each year. That translates into a specific dollar amount that can be budgeted in advance.

As with the Legacy, the Phenom EEC program will offer a choice of coverage levels. The Standard module covers the parts for the airplane from tip-to-tail — something not typical

among Entry Level Jets. Even as maintenance costs are on the rise and indirect costs become more difficult to forecast, manage and describe, EEC takes virtually all of the guesswork and uncertainty out of aircraft ownership. EEC even covers all costs associated with the shipment and insurance of serviceable parts that are replaced at normal maintenance intervals or due to failure.

With the Enhanced EEC module, the coverage extends to costs incurred when Embraer's Mobile Recovery Service is called into action to service an AOG airplane. Under the enhanced EEC, not only will the cost of the MRS team's labor be covered, but its travel expenses to recover the aircraft, as well. No other "pay by the hour" service plan offers the extent of coverage or the consistency and predictability of costs. Embraer Executive Care helps make the Embraer owner experience extraordinary.

Learn more about all of the Embraer Executive Care options and benefits with the EEC specialist in your region:

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EEC Campaign - Pieces: Main Folder, FAQ Book and Program Description

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Phenom 100 and Phenom 300 Accomplishments

The Phenom 300 is proving it has an appropriate name. The progress of Embraer's impressive new light jet addition to its family of business airplanes has been nothing short of phenomenal. The second Phenom 300 test aircraft made its first flight on August 5, 2008 from Embraer's Gavião Peixoto plant site with Captain Jeirgem Prust, Captain John Sevalho Corção and flight test engineer Leandro Bigarella aboard. Meanwhile, the first Phenom 300, which made its maiden flight in late April, concluded Ground Vibration Tests and is currently undergoing aerodynamic performance checks in order to define the airplane's final aerodynamic configuration. The third and fourth airplanes, which will join the certification and maturity fleet for the Phenom 300, are being assembled and readied for entry into the test program. Both will be fitted with an interior designed in partnership with BMW Group Designworks USA.

The Phenom 300 was also a major attraction at some of the summer's key industry events, including the 56th Experimental Aircraft Association's (EAA) AirVenture in Oshkosh, Wisconsin from July 28 to August 3. (See related article, page 4). The Phenom 300 also flew its



Flight - Phenom 300

first exhibition flights at the Latin American Business Aviation Conference and Exhibition (LABACE) from August 14 to 16 in São Paulo, Brazil. In addition to the first public display of the Phenom 300, the Company showed a full-size model of the Phenom 100 at its booth and offered information on the Legacy 600, its recently-launched midlight Legacy 450 and midsize Legacy 500 jets, as well.

Meanwhile, the Phenom 100 moved closer to its imminent entry into service. Its fleet of test aircraft has surpassed 1,000 flight hours in its certification and maturity programs and the first customer aircraft

are now in the assembly process. During recent weeks, several developmental and certification flight tests have been performed, including low and high-speed characteristics, stall, flutter and natural ice conditions (which are necessary for approval of flight into known icing). Systems and performance tests are ongoing and all structural static tests have been completed.



Icing test: the moment when the wing boot broke the ice.

In addition, the editors of the U.S. luxury magazine, the Robb Report chose the Phenom 100 as the "Best of the Best" business jet in their May edition.

New Mesa Service Center Opens For Business

Embraer officials joined representatives of the State of Arizona, the City of Mesa and the local Airport Authority on September 15 to officially open the company's new Executive Jet Service Center at Phoenix-Mesa Gateway Airport. The 47,700 square foot (4,431 square-meter) facility provides Embraer owners in the Southwestern United States with a state of the art site capable of providing full-service aircraft care, including routine inspections,



Embraer representatives and Phoenix authorities participate in the inauguration

scheduled and unscheduled maintenance, airframe, engine, avionics and other system repairs for all of the models in the Embraer Executive Jet fleet - Phenom 100, Phenom 300, Legacy 450, Legacy 500 and Legacy 600. The new service center offers round-the-clock 24/7 assistance, Aircraft On Ground (AOG) mobile rescue teams and an inventory of expendable and repairable parts. Plans call for the center to eventually be staffed by approximately 60 employees within five years.

The Executive Jets Service Center network owned and operated by Embraer in the country will soon include a location at Ft. Lauderdale - Hollywood International Airport, Ft. Lauderdale, Fla., and recently (October 2nd) at Bradley International Airport, in Windsor Locks, Conn..



Service Center - Ft. Lauderdale - Hollywood International Airport, Ft. Lauderdale, Fla.



Service Center - Bradley International Airport, in Windsor Locks, Conn.

Legacy Extends Aircraft Services Group's Reach Around The World

Ioannis Spiropoulos has come a long way from his birthplace in Greece to Teterboro, New Jersey. He's used to traveling long distances. As Aircraft Services Group's (ASG) lead captain on its Embraer Legacy, he gets plenty of opportunity to do just that...including piloting the airplane on an around the world flight earlier this year.

When ASG's client set a series of meetings in cities ranging from England and Germany to Australia, New Zealand and the west coast of the US, Ioannis flight-planned the nine-day trip to originate in Teterboro and circle the globe. "This was a working trip, with a number of stops for meetings along the way, and the Legacy performed as advertised...or better," he pointed out.

The first stop on the trip was London. From there, the itinerary called for meetings in Dortmund, Munich and Düsseldorf in Germany before moving on to the Middle East. The passenger count varied from 2 to 6 passengers during the trip, landed in Dubai and then Malé in the Maldives, moving on to Jakarta, Indonesia and then three destinations in Australia: Melbourne,

Essendon and Sydney. Once their business there was completed, it was on to Auckland, New Zealand, Tahiti, and Honolulu, Hawaii before returning to the US mainland for a couple of days in Los Angeles. The final leg of the trip was the cross-country flight from LA to Teterboro.



Ioannis Spiropoulos and Haral Kachele

"Throughout the trip we flew at FL 410 most of the way and averaged Mach.76," Ioannis noted. "The Legacy really proved to be a great choice for this kind of a trip. In fact, we routinely cross the ocean and

nearly did another round the world trip more recently. We got as far as Singapore, but the meeting at the last stop on the trip was postponed, so we came back directly from there," he explained.

"When we acquired the Legacy, we considered a couple of other airplanes," Ioannis, who has captained other business jet aircraft, said. "But the Legacy beat the others on the basis of its reliability — which it certainly demonstrated on our round-the-world-trip and its large, very comfortable cabin and exceptional value, based on a very competitive acquisition cost. We go to Australia and Singapore quite often and you just can't beat this airplane for that kind of trip. We flew more than 720 hours last year with only a couple of minor maintenance issues, and our flight attendants love the airplane, too," he added.

"The round-the-world-trip earlier this year was my first, but I won't hesitate to do it again in our Legacy," Ioannis concluded. "Overall, it performs very well for us."

Maurício Aveiro's Message



EEOC 2008 - USA Postponed Until October 29-31

The Embraer Executive Operators Conference for Legacy owners scheduled for September 10-12 in Naples, Florida has been rescheduled for October 29-31 due to an uninvited guest. Hurricane Ike, which caused extensive damage in the Caribbean, threatened to make an unwelcome visit to the Naples, Florida area during the second week of September, forcing the postponement. The rescheduled event will address the same agenda. *The Embraer Advantage* will offer a summary of the meeting in the December issue.

For more information, please check the Conference website at: www.EmbraerExecutiveJets.com/eoc2008usa

My Accomplishments

As you have noted from reading Mallaco's greeting in this issue of *The Embraer Advantage*, our organization is undergoing some changes. As part of these changes, I'll be moving to the Airline side of our business. As I make this transition, I wanted to express how much I have enjoyed this time in the Executive Jets segment. I will continue to value the many friendships I have made among both customers, partners and staff members. I'm moving on to my new role with great confidence in and gratitude for the outstanding Customer Support team at Embraer Executive Jets. I know that they will continue to set the



standard for excellence by which the rest of the business aircraft industry is measured.

Sincerely,

Maurício Aveiro
Vice President,
New Programs - Airline Market

Embraer Makes Solid Impressions at Oshkosh and Labace

Every year in late July, the population of Oshkosh, Wisconsin goes up by a factor of 10! The bustling community of 65,000 inhabitants also happens to be home to the Experimental Aircraft Association (EAA), hosts of the annual AirVenture Fly-in which attracts more than half a million visitors annually for a week-long celebration of aviation. Tens of thousands of the



Luis Carlos Affonso with Tom Poberezny, President and CEO of EAA, at the Embraer exhibit after LCA's Press Conference

visitors spend the week "roughing it" by camping out under the wings of their airplanes.

Embraer had a choice location from July 28 until August 3 at the center of the 56th Annual AirVenture, situated on one side of AeroShell Square, the main static display area at Oshkosh's Wittman Airport. It included a Legacy 600, which was flown from Fort Lauderdale, Florida to Oshkosh for the show and a full-scale mock-up of the Embraer Phenom 300. With the largest cabin volume in the light jet category, the mock-up drew large crowds. They got to see its spacious, comfortable cabin as well as its state-of-the-art Garmin Prodigy® flight deck.

In addition to its exhibit at AirVenture, Embraer also hosted enthusiastic crowds of customers and prospects in South America at LABACE, the Latin American Business Aviation Conference and

Exposition, which was held from August 14-16 in São Paulo, Brazil. The show featured the first public flying display of the Phenom 300. "LABACE isn't exactly the South American version of AirVenture, but it's a very effective sales and marketing event for our entire line of business aircraft," said Luis Carlos Affonso, Embraer Executive Vice President, Executive Jets.



Embraer Booth at Labace

Inside the Customer Support Team

Scott Kalister believes actions speak louder than words. After a quarter of a century in business aviation, he's heard all the platitudes and promises companies make about supporting their customers, but the difference, as Scott insists, shows up in what the company does when a customer requires attention. As Embraer's Vice President of Executive Jet Customer Support for North America, he doesn't pay a lot of attention to words. He's more interested in what he calls an "underlying obsession" to meet the customers' needs — a passion for taking care of our owners and operators. Over the years, he's seen companies that "talk the talk" but didn't back it up with action. At Embraer, he says, "the caring for the customer goes all the way through the company," and that's what makes the difference.

A veteran aviation executive, Scott learned to fly while still an undergraduate at Oklahoma State University in Stillwater, Oklahoma, where he earned a bachelor of science degree finance and economics to go with his commercial, instrument, multi-engine and seaplane ratings. After a couple of years in the financial consulting ranks, he joined what was then known as Beech Aircraft Corporation in Wichita, Kansas and began building a diverse resumé in aircraft sales, marketing, strategic planning and customer support. By the time he left the company in 2000, he had managed a fixed base operation, served a stint in international sales, contracts



and administration, and led both the marketing and customer support organizations, as well.

In 2001, he joined Embraer Aircraft Customer Services as Vice President - Corporate Support, responsible for the development and implementation of a corporate customer support structure for the company's new super mid-size business jet, the Legacy 600. He admits that he "borrowed" freely from the airline support group, taking many of its most knowledgeable personnel to help transition Embraer's Regional Airline support systems to serve the corporate aircraft market.

As the company's line of executive aircraft has expanded, so have Scott's efforts. For the past three years, he has been focusing on putting together a network which can support an entire fleet of light jets and "still provide the personalized and individual attention we've given to our Legacy customers," he points out. "There's a completely different set of challenges associated with meeting the needs of light jet operators and those of a large cabin product like the Legacy".

Scott lives in Parkland, Florida with his wife, Linda, daughter Alexandra and son, Taylor. When he can get away, you might find him and his son section hiking the southern portion of the Appalachian Trail.

Upcoming Events

- Ribbon Cutting Ceremony
Embraer Executive Jets Services
Hollywood International Airport
October 27, Fort Lauderdale - USA
- EEOC USA 2008
Embraer Executive Operators
Conference
October 29 - 30, Naples - USA
- MEBA
Middle East Business Aviation
November 16 - 18, Dubai - UAE
- Mini Conference
Legacy Executive Operators
November 19, Dubai - UAE

To learn more about
Embraer Executive Jets participation in
air shows and events, please visit:
www.EmbraerExecutiveJets.com

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