



Creativity is a big part of successful Customer Support. We are constantly looking for creative ways to streamline the delivery, enhance the quality and expand the scope of the services we provide to you. This month's The Embraer Advantage provides you with a number of examples of things we're doing to make your customer experience better.

One of the key elements for our Embraer Executive Care program (EEC) is the new "Pay What You Fly" pricing we're introducing in 2010. It eliminates the monthly minimum flight hour requirement and it's extremely flexible. You can read more about it on this page. EEC "Pay What You Fly" pricing is part of an enhanced Embraer Executive Jets customer support philosophy that also includes eMaintenance, a web-based user friendly aircraft maintenance tracking program, an expanded communications network: our 24/7 Contact Center, Customer Forum, Webcasts and regularly scheduled Operators Conferences around the world.

In this month's issue, you'll also find a profile on a man who knows outstanding performance firsthand. Terry Vance is a world champion motorcycle racer, a businessman and a Phenom 300 owner. You can read about him on page 3. We're also pleased to profile our Senior Manager of the new Executive Aviation Service Center in Brazil, Renato Rafael in the Inside the Customer Support Team feature.

Finally, we are constantly looking for ways to interact with you and get your feedback and we encourage you to offer it to. As part of our Internal Excellence Program, we have restructured our Customer Satisfaction Survey and we would greatly appreciate hearing your evaluation on your relationship with Embraer over the last 12 months. Please access the link to the Embraer Satisfaction survey that you have received by email, where we ask you to give us your opinion on various aspects of your overall experience with the product, services and support. This survey will be complemented by the annual Product Support magazine surveys performed by Aviation International News (AIN) and Professional Pilot (ProPilot) magazines. Please, also join us in these important initiatives in April and May! Your feedback is very important to us!

Take the opportunity to fill out the surveys when you have the chance. AIN sends its surveys to owners and operators of business aircraft, you can respond on-line and your input will help Embraer move up in the rankings. PROFESSIONAL PILOT magazine's paper surveys are sent to you during the month of May.

As always, we're glad you're a part of the Embraer Executive Jet family and welcome your inputs. They're the inspiration for that creativity we continually seek.

Best regards,

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

## EEC - Embraer Executive Care: "Pay What You Fly" Begins in 2010

Embraer has introduced a new price structure for the Embraer Executive Care (EEC) in 2010. Owners of Embraer Executive Jets now 'Pay What You Fly' for the comprehensive EEC maintenance program. Embraer eliminated the minimum flight hour requirement and now offers a new fixed monthly fee plus a per hour charge for the flight hours you actually fly.

"This new pricing methodology correlates with the way aircraft owners pay for their operating expenses. Some are fixed costs (for example, inspections, calendar-driven life limited parts) and some are variable costs because they increase or decrease with the number of flight hours (for example, tires, brakes, generators). It's predictable—because you can anticipate your aircraft usage—but it's also extremely flexible because it can change dramatically if aircraft usage does for unforeseen reasons—and there are no minimums, so that means it is also extremely economical," said Ron Dech, EEC Sales Representative for Embraer Executive Jet Services in Ft. Lauderdale, FL.

EEC has different levels of care to accommodate each of our customer's needs:

- Standard EEC covers airframe components and expendable parts necessary for scheduled and unscheduled maintenance including freight.
- Enhanced EEC is comprehensive and covers labor costs for all levels of maintenance, as well as providing a Mobile Recovery Service for those unanticipated AOG events that always seem to happen at out-of-the-way locations.
- For Legacy 600 customers a third level of care is available. Intermediate EEC includes Standard EEC

coverage plus labor costs for heavy schedule maintenance.

Embraer Executive Jets Customer Support is always working to improve the ownership experience of our customers. In addition to EEC and eMaintenance, the web-based, user friendly aircraft maintenance tracking program, Embraer offers customers a worldwide network of Embraer Authorized Service Centers that are well-equipped and staffed by highly-trained and experienced technicians. Each service center has an inventory of parts and Embraer also has parts distribution centers strategically located in São José dos Campos - Brazil, Ft. Lauderdale - FL, Louisville - KY, Villepinte - France, Beijing - China and Singapore.

When you have all of these customer support services in place, Embraer Executive Care with 'Pay What You Fly' pricing pulls it all together in a flexible, comprehensive program tailored to individual customer requirements. That's the definition of industry-leading support.

**For more information, please contact your representative:**

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### EEC AT A GLANCE

Embraer Executive Care (EEC) is a comprehensive maintenance program that provides maintenance support for a given contract period, against the payment of a fixed & hourly fee, transferring the risk of maintenance costs variation from customer to Embraer.

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## Customer Support and Services Achievements

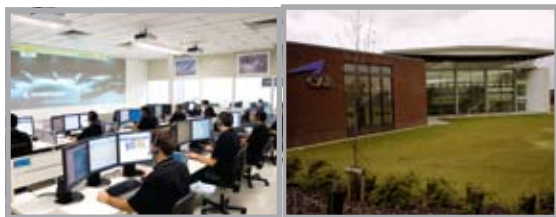
*Learn more about what we have done for you*

During the last year, the Customer Support and Services organization has expanded its maintenance service network of owned and authorized service centers worldwide to countries like

Customers, Embraer Field Support Representatives and Service Centers with complete and timely assistance for operational, technical and maintenance needs, was officially launched in August.

There are more initiatives to come soon:

- We're working on improvements to FlyEmbraer portal to make it a more user friendly web tool: performance improvement, more functionalities and new look & feel.



Contact Center and Phenom Training Center - Burgess Hill

Australia, Canada, Germany, India and Venezuela. It will continue to grow to accommodate fleet expansions in regions like Asia-Pacific, China, South America and Russia. A wholly-owned Service Center dedicated to Executive Jets was opened in São José dos Campos, Brazil to provide greater convenience to our Phenom and Legacy Customers in Latin America, bringing the number of the company owned facilities around the world to six. We will also add more staff people in 2010.

The new Customer Support Contact Center, which provides

Investments were also made in spare parts. A new Distribution Center was opened in Dubai in partnership with CEVA Logistics and Embraer improved its presence in Asia, adding dedicated spare parts inventories to the company's distribution facilities in Singapore. We also expanded our parts availability by maintaining on-site stock in the Service Centers to reduce downtime in critical situations.

- More service centers will continue to be added to our network according to the fleet expansion.

- Launching the second Phenom Full Flight Simulator (FFS) at ECTS, in Dallas.

If you are not currently subscribed of AIN and ProPilot magazines, please take few minutes and complete the applications for free subscriptions:

For AIN, please access:

<http://www.b2bmediaportal.com/Register.aspx?fid=AINF>

For ProPilot, please access:

<http://qsc-sub.halldata.com/site/QSC000023PSland/init.do?&PK=>

In addition, ECTS - Embraer CAE Training Services certified the first Phenom 300 pilots, celebrated the first two type ratings issued by using the Phenom 100 Full Flight Simulators (FFS) and started its operations at Burgess Hill Center, in the UK.

We continued to enhance face-to-face access with customers at our Operators Conferences worldwide and expanded our communication channels by launching a new Customer Forum and hosting Phenom Webcast conference sessions.

Join us in the Customer Forum at FlyEmbraer web portal, [www.flyembraer.com](http://www.flyembraer.com), and also in the upcoming Phenom Webcasts. Your participation is very important!

## Embraer Executive Jets Warranty: The Beginning of "No Worry" Customer Support

*Personal, professional and proficient care keeps Embraer owners in the air*

Every Embraer Executive Jet is delivered with a tip to tail airframe warranty that reflects the company's high level of confidence in our products and our continuing commitment to you, our customer. But, a warranty isn't just a line in a sales agreement, it's our promise that we won't rest until you are completely satisfied with our workmanship, attention to detail and timely response to any issue that arises with your new Embraer airplane. That's also why we've gone to great lengths to expand our worldwide network of Embraer-owned and authorized Service Centers. We've established training standards for their personnel and equipped them to provide unparalleled service for you and your aircraft.

Having your warranty service performed at one of these facilities ensures that any discrepancies will be resolved quickly and expertly. When the situation allows, pre-arranging an appointment for service helps us to minimize your aircraft downtime. Trained Service Center personnel will take care of parts handling, maintenance tasks, expediting the claims paperwork and updating your maintenance records for you. Our authorized service centers are focused on providing the best customer support services in the industry and our goal is to give each customer a good experience every time you visit a Service Center from our worldwide network.

Embraer has also set a standard for its company owned and authorized service centers to maintain an on site inventory of frequently required rotatable parts. When it comes to less frequently used parts, they can be obtained quickly from our factory distribution centers which maintain a large inventory

of parts for all models of Embraer aircraft. This will shorten the time it takes to service your aircraft and get you back in the air.

Embraer's web portal is also contributing to reduced response times, too. Thanks to improvements in FlyEmbraer, every authorized service facility has access to technical manuals, parts catalogs and a new online warranty system that allows us to process claims faster and improve customer service.

Ana Paula Sales, Embraer's Special Programs Development Manager, explained how "Embraer's warranty service serves as an introduction to the attentive, detailed and personalized service we provide our customers. It demonstrates how service and claims handled by an Authorized Service Center help customers protect their investment and provide peace of mind. It also allows our Customer Support personnel to concentrate on building a strong and lasting relationship with our customers. What sets Embraer's Customer Support team apart from the competition is the human factor. We certainly take advantage of the technology available to us, but we're committed to improving our response with every exposure to the customer, as well. We want to talk directly with our customers and to have them benefit from every experience they have with Embraer. Our goal is to become more familiar with our customers and their airplanes and the best way we can support them. We're making that our customer pledge - we'll serve you better every time we see you."

### Embraer-Owned And Authorized Service Centers



The Embraer Executive Jets service center network is comprised of six wholly-owned and more than thirty authorized service centers, worldwide.

Embraer is constantly evaluating and improving the global network of Embraer Executive Jet Service Centers. All locations have been chosen for convenience and are well-situated geographically to serve our Customers.

For further information please visit:

[www.EmbraerExecutiveJets.com/CS](http://www.EmbraerExecutiveJets.com/CS)

## Terry Vance: Pushing the Performance Envelope

Terry Vance has been interested in maximizing performance since his father helped him install a lawn edger motor on a mini-bike frame in the 1960s while he was still in elementary school. By the time he started flying airplanes, decades later, he had parlayed that interest in speed and power into a highly-successful business career and an unparalleled record in Motorcycle Racing. It's no wonder, then, that Vance was drawn to the Embraer Phenom 300 when it was announced in 2004. "I chose the Phenom 300 because I felt it would be a class-leading aircraft. I spend quite a bit of my time in the air and I wanted more speed, range and cabin size than the aircraft I had at the time offered," he noted.

As with virtually everything he does, Vance didn't wait around to secure an order position for his new Phenom 300, either. He uses the airplane approximately 20-30 hours per month to fly from his base in Long Beach, California, to motorcycle racing sites throughout the United States. Terry is an instrument rated pilot, but employees a type rated pilot specifically dedicated to his Phenom 300. The pair spends a lot of time in the air because Terry Vance is still one of his sport's most prominent personalities, despite the fact that he retired from active racing in 1988. He holds 14 national drag racing championships and has been elected to the American Motorcycle Association Hall of Fame.

Along with his lifelong friend and business partner, Byron Hines, Vance has established a leading motorcycle products company. "Since 1979, Vance & Hines has sacrificed nothing, and given everything, to provide products that are meticulously engineered and manufactured to standards far surpassing anything anyone else offers," Vance said.



Terry Vance and his Phenom 300

"We make products for American V-twins, Metric Cruisers, Sportbikes and Dirt bikes: exhaust systems, fuel injection management and air intake systems. These are not just average, run of the mill motorcycle products, either. Every

product we manufacture is done with a purpose—power, performance, quality, value or unflinching style—we have the products to fill our customers' most demanding requirements," he explained.

He applies that same demanding and top-of-the-line standard to the airplane he operates and the service and support he receives. While he says that he hasn't had the aircraft long enough to develop a lot of experience dealing with Embraer Executive Jets Customer Support, he pointed out that, during a recent event when his airplane was temporarily AOG in Indianapolis, Indiana, "the service guys worked hard to solve the problem. All of the people I've dealt with at Embraer have gone out of their way to help me and make sure my experience is good. Marco Trindade and Ellen Galvão, from the Contracts Team at the factory were the very best—they made every effort to take care of me. Luís Carlos Affonso, Executive Vice President - Executive Jets and Sérgio Frias, Vice President, Contracts - Executive Jets also spent time with me at the factory. Embraer—and its airplanes—have earned a solid reputation for performance," he pointed out. Whether it's motorcycles or airplanes, Terry Vance certainly knows outstanding performance when he sees it!

## NEWS

### Douglas Taylor Joins EEJS Field Team



Douglas Taylor has joined the Embraer Executive Jet Services team as a Phenom Field Service Representative assigned to Phenom fleet

operator, JetSuite. Doug is an aviation veteran and brings more than 15 years of experience as a Mechanic, Director of Maintenance and Technical Representative. He will be based at the JetSuite facilities on the Long Beach Airport in Long Beach, CA.

Embraer Executive Jet Services, LLC has signed a Maintenance Support Agreement with JetSuite, LLC. This MSA is a long-term agreement for EEJS maintenance support. Embraer delivered the 100th Phenom 100 aircraft to JetSuite in January, 2010. The commemorative aircraft is the sixth delivered to this customer.

### First Phenom 100 Maintenance Checks go According to Plan



Phenom 100

The first Phenom 100 Scheduled Maintenance Check – 600 FH or 12 month - was conducted between December 7-12, 2009, at Embraer Executive Jet Services in Ft Lauderdale, FL. This

inspection was completed on schedule by a team of EEJS - FLL technicians and their support team. This first inspection provided an opportunity for Embraer personnel to document the aircraft's durability and maintenance requirements after the first year of operation.

Since this first inspection, EEJS in Mesa, Arizona, has successfully completed two more Phenom 100 "600 FH or 12 MO" maintenance checks. "In the next few months, we have four more Phenom 100 aircraft scheduled into our Embraer service centers for the same inspection," said Jacques Blondeau, Director of MRO Services at EEJS.

Embraer scheduled maintenance checks are part of a comprehensive maintenance plan designed for every Embraer aircraft. Phenom owners who are enrolled in the Embraer Executive Care Enhanced program will benefit by having this inspection covered by the program. This regular maintenance will help to keep your aircraft flying and reduce unscheduled downtime. Please call your closest Embraer Authorized Service Center to schedule your next maintenance visit.

### New Garmin Training Aids Coming to Dallas and Burgess Hill



Beginning in April, new Garmin pilot training aids will be available for Phenom customers at Embraer CAE Training Services (ECTS) flight training facilities in Dallas, Texas and Burgess Hill in the United Kingdom. Five Flight Management simulation stations are being installed at each site to provide customers with true "hands on" experience and a better understanding of the touch, feel and capabilities of the Garmin glass cockpits offered in the Phenom 100 and Phenom 300. Each station contains a functional Primary Flight Display (PFD), Multifunction Display (MFD), Guidance Panel and Flight Management System (FMS), allowing pilots to gain familiarity with the technology, systems integration and positioning of controls. Of the 14 hours of integrated procedures training offered, 9 hours will be conducted on the Garmin training benches.

## Singapore Air Show

Singapore is a familiar territory for Embraer since the company has maintained its Asia Pacific headquarters there for more than ten years and opened a world-class training center in the city in 2007. But, between February 2 and February 7 of 2010, Embraer Executive Jets drew considerable new attention at the Changi Exhibition Center, during the biennial Singapore Air Show, by exhibiting its Legacy 600 and Phenom 100 aircraft in the static display, and unveiling mockups of the Phenom 300 and Legacy 500. It was the first appearance in Asia for the Legacy 500. Embraer promoted its entire range of products from the airline, executive and defense segments during the show.



Embraer booth at Singapore Air Show

The company also utilized the occasion to announce that it has appointed ExecuJet Australia Pty. Ltd. as its

Authorized Service Center in Australia. The other two authorized service centers in the region are located in India and Singapore. In addition, Embraer announced the appointment of Raco Trading Phils, Inc. as its Authorized Sales Representative in the Philippines.

"We also found the Singapore Air Show to be an ideal venue for interacting with customers from all over Asia and the Pacific Rim," said Edson Carlos Mallaco, Executive Vice President, Customer Support—Executive Jets.

"The Embraer fleet in the region will be growing rapidly as the Legacy 450, Legacy 500, Lineage 1000, Phenom 100 and Phenom 300 models are delivered to Asian customers and we will continue to expand our customer support and services network in the region, too," he added.

## Inside The Customer Support Team

In February, Renato Rafael was named Senior Manager of the new Executive Aviation Service Center in São José dos Campos. Even though it's a big job, he's pretty sure his wife Fabiana and son, Renato Jr. are pleased. It means that he'll be home more than he has been for the past couple of years. Since joining Embraer in 2007, Renato spent more than half of his time traveling all over the world, working on the development and expansion of the company's global network of Executive Jet service centers. He focused a great deal on identifying and qualifying facilities in Europe, Africa and the Middle East. In fact, he actually lived in Paris, France, from early 2008 until January of this year. Now that he has taken over the SJK facility, it looks like he'll have more time to be at home with his family, too.



Renato's resume includes more than 18 years of experience in the maintenance of business jet aircraft. After growing up in Belo Horizonte, Minas Gerais, he began his technical education at Centro Federal de Educação Tecnológica de Minas Gerais (CEFET-MG). He is a licensed mechanic by ANAC certified in Airframe, Powerplant and Avionics. He is also a licensed private pilot and holds a degree in Mechanical Production Engineering from Pontifícia Universidade Católica de Minas Gerais (PUC-MG). All of that technical background will be valuable as he

oversees the maintenance and service activities of the new center. To prepare for his new challenges of ensuring that the new São José dos Campos Service Center meets Embraer's standards for quality, security and customer satisfaction, Renato is also pursuing his Masters of Business Administration in International Business Management.

Renato considers Embraer a great place to work. He calls it "a virtual playground for engineers and aviation lovers. There are so many great people that work here. They make it interesting and enjoyable because they are absolutely expert in what they are doing and so motivated and passionate that it's impossible not to be excited, too. The positive environment is the result of a contagious enthusiasm," he says.

In considering his new role, Renato is realistic, but also energized by the opportunity. "Indeed we will face some big challenges, but I don't consider the technical side a major concern. The portfolio of Embraer aircraft is increasing substantially and the types of customers and operational needs and expectations are different as new models enter into service, but we have the personnel and the commitment to meet their high expectations and exceed them," he concluded.

## Embraer Service Centers in the USA receives FAA AMT Diamond Award for the Second Consecutive Year

Embraer-owned service centers in Mesa Arizona and Fort Lauderdale, Florida received the FAA (Federal Aviation Administration) AMT (Aviation Maintenance Technician) Diamond Award for actively participating in the FAA Aviation Technician Training Program. This is an important milestone that recognizes the skill level of our aircraft technicians within our service facilities.

"We are very proud to announce this important milestone showing that Embraer continues to place the training of the EESJ maintenance staff as a priority in providing best in class customer support and services to our Phenom and Legacy customers", said Jacques Blondeau, Director of MRO Services Centers at EESJ.

## Upcoming Events

- AIN and ProPilot  
Product Support Surveys  
April and May, 2010 – Worldwide
- Sun 'n Fun  
Apr 13 – 18  
Lakeland, Florida
- EBACE  
May 4 – 6  
Geneva, Switzerland
- EEOC 2010 - Europe  
Embraer Executive Operators Conference  
June 15 – 17  
Paris – France
- EAA Air Venture  
July 26 – Aug 1  
Oshkosh - USA

To learn more about Embraer Executive Jets participation in air shows and events, please visit:  
[www.EmbraerExecutiveJets.com](http://www.EmbraerExecutiveJets.com)

The Embraer Advantage  
A Customer Support and Services Publication  
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