

BACA SHOW NEWS

EBACE

WEDNESDAY, MAY 18, 2005

6 Embraer Tackles Very Light Jets
Brazilian sees the new segment as a 'sweet spot.'

10 Raytheon Jets to Get a Spiff-Up
Details today on Premier, 800XP enhancements.

10 EBAA is Far More Than Just EBACE
Brian Humphries has himself a year-round job.

12 NetJets Europe Grows and Grows
But Buffett admits that profits remain elusive.

30 Shakeout in New VLJ Segment?
Embraer's entree makes it much more likely.

32 CAE Picks the UK for Falcon Sims
Claims a superior location in Sussex's Burgess Hill.

33 FSI Farnborough Will Open in July
Firm is investing some \$250 million there.

34 PrivatAir Likes the Fraxxie Boom
It's driving charters too, says CEO Greg Thomas.



Aero Toy Store's Morris Shirazi is flanked by Bombardier business aircraft vp James Hoblyn (l) and sales chief Jahid Fazil-Karim.

New Toys From Bombardier

It was a salesman's dream and a PR man's nightmare. Within minutes of launching its new line of corporate shuttles, a man stepped into the fray of reporters peppering Bombardier executives with questions, handed his business card to James Hoblyn, vp of business aircraft, and said, "I'll take two."

Thus Bombardier secured its first firm orders for the regional jet-based aircraft.

"I like surprising people at shows" said Morris Shirazi, who claims his Aero Toy Store is the world's largest business aircraft sales company.

"I had been in discussions with Bombardier for some time about these aircraft. But today, right now, I decided to commit."

Shirazi currently has five Bombardier aircraft in completion: two Global 5000s and three Challenger 604s.

And the new aircraft? Bombardier yesterday unveiled the new Challenger 850, 870 and 890, based on the CRJ-200, -700 and -900 regional airliners.

Hoblyn asserted the market can support 10 to 15 corporate shuttles a year despite slower sales in the past.

Shirazi, standing in the limelight, agreed, telling *Show News* the "market's on its way to explode." His opinion is based on what he's seeing at the Aero Toy Store, where he has 30 aircraft operating as cor-

porate shuttles already.

He intends to base his two 870s in Europe for VIP charters between Russia and Israel for executives in the diamond business.

"Russia is very high on new technology," he said. "They want a change from those oval-shaped windows." *Story Page 28*

Newsmakers

'The Falcon has Landed'



You can't have a Falcon 7X for four years, so great is the demand for the all-new fly-by-wire trijet from Dassault. Meanwhile the manufacturer is developing new models such as the 900DX shorter-range derivative of the 900EX. And a supersonic business jet is still under study. Chairman Charles Edelstenne gave a progress report yesterday. *Story Page 8*

'Engineering with Emotion'



"Nothing is impossible. At Lufthansa Technik the customer is king - and sometimes the customer is a King. The only limit to what we do is what we can certify."
—Bernhard Conrad, senior vice president, completions center, Lufthansa Technik on Project U. *Story Page 26*