

# BOMBARDIER GLOBAL

## THE MARKET

The Global business aircraft program, initiated by Bombardier CEO Laurent Beaudoin with the words “Build me the perfect business jet,” began the revolution that gave birth to a new class of business aircraft. Designed to lead business aviation as the all-around outperformer, the new Bombardier Global aircraft would boast the largest cabin of any true business jet, offering global leaders a most perfectly balanced work and living environment in which to travel — unmatched for speed, style, comfort, convenience, and use of state-of-the-art technologies.

The Global obsession with responding to customer needs and demands is nowhere better expressed than in today’s “I AM GLOBAL” initiative. Launched with the 2010 introduction of the new Global family of aircraft, “I AM GLOBAL” captures the essence of today’s Bombardier mind-set while mirroring the change-driving actions of leaders and social visionaries worldwide, so many of whom are found among Global customers. The initiative, founded upon the six values that Bombardier shares with these role models, complements their vision and mission by being instrumental in helping them work for a better world.



## ACHIEVEMENTS

The list of Bombardier’s Global achievements is impressive and continues to grow. Launched at a time when the longest business jet range was some 4,200 nautical miles, Global aircraft offered leaders 6,000 nautical miles of nonstop range. During 15 days in 1999, a single Global Express set a new world record virtually every second day.



In November 2008 a Global Express aircraft circumnavigated the globe over both poles in just 52 hours and 32 minutes, reaffirming Global’s extraordinary performance flexibility.

Offering the highest levels of comfort for 10 passengers over its 7,100-nautical-mile range, the new Global 7000 business jet is the first purpose-built business aircraft offering a true four-zone cabin. Its sister, the Global 8000 aircraft, offers an even greater nonstop range of 7,900 nautical miles.

Among the many recent technological breakthroughs and business aviation firsts are Bombardier’s Global Vision flight deck, an advanced feature of all Global aircraft; business aviation’s only true stand-up shower option; the new and unique transonic wing design of the Global 7000 and Global 8000 aircraft, offering unprecedented aerodynamic efficiency; and next-generation engines that provide industry-leading fuel efficiency and low emissions.

While the Global family’s performance attributes of range and speed will undoubtedly always rank high on the achievement list, Bombardier is responding to the needs and demands of today’s Global leaders with aircraft that are as future-minded as they are leadership-oriented.

## HISTORY

Less than six years after the 1991 announcement of the Global program, the Global Express took to the air on its maiden flight. The following year, the Global Express aircraft made its international debut, flying from Wichita, Kansas, to Le Bourget, France — a distance of 4,185 nautical miles — in just 8 hours and 28 minutes, breaking the previous record by 1 hour and 16 minutes. The first Global Express aircraft was delivered in 1996, and in 1999 the first Global Express for commercial use was delivered to AirFlight of Long Beach, California.

The Global 5000 aircraft was launched in 2002, following a two-year market research effort during which Bombardier identified new needs of customers and operators in the rapidly growing segment. In April 2005 the first Bombardier Global Express business jet entered service. Taking Global performance even further, it again offered unmatched levels of cabin comfort, refinement, and technology, but with more range at higher speed. In August of that year Bombardier delivered its 150th Global jet — a Global 5000 aircraft.

The revolutionary Global Vision flight deck, the first cockpit to blend seamlessly with the aircraft cabin, was unveiled in 2007, providing pilots with new and unprecedented levels of comfort, control, and situational awareness. Today the Global Vision flight deck is the system of choice found on board all Global jets.

At 2010’s National Business Aviation Association event in Orlando, Florida, Bombardier ushered in a new era in business aviation, launching the “New Global Family,” the “I AM GLOBAL” initiative, and its two newest stars: the phenomenal Global 7000 aircraft, with the largest and only true four-zone cabin in business aviation, and the Global 8000 business jet, with its unprecedented 7,900 NM range.

## THE PRODUCT

The Global family of aircraft was founded on the most creative of principles as the world’s first large, long-range business jets designed to respond precisely to the needs of a most discerning clientele. The creativity and expertise of business aviation’s most forward-thinking designers and engineers are expressed in each Global aircraft, and in very real terms as the Global team consistently raises the bar to deliver



- More comfort for more travellers over the greater distances leaders must reach
- More freedom, flexibility, and accessibility, in line with today's more demanding agenda
- More responsible manufacturing practices, greater fuel efficiency, and lower emissions
- More advanced technologies, increasing control, productivity, and aerodynamic efficiency to optimize the in-flight experience for pilots and passengers alike

Through the inventiveness of its industry-leading professionals, Bombardier's Global aircraft family consistently excites audiences with the creation and introduction of what's new and what's next in business aviation's most exclusive category.



## RECENT DEVELOPMENTS

On March 1, 2011, on the heels of the launch of the new Global family of jets and the "I AM GLOBAL" initiative, Bombardier Aerospace announced the largest business aircraft sale in the company's history with a firm order from

NetJets Inc. for 50 Global business jets, and with options for an additional 70 Global aircraft. The order reaffirms the leadership of the Global brand, encompassing all members of the family.

Today's Global aircraft — with their lighter materials and equipment, more aerodynamic configurations, and more efficient engines — are leading examples of Global responsibility. Adhering to Bombardier's exacting Corporate Social Responsibility principles, Global aircraft are designed and built using technologies, processes, and resources that are aligned with today's leaders' concerns and their organizations' sustainability objectives. Additionally, Bombardier invites customers to participate in a carbon offset program focused on the replacement of nonrenewable fuels and improved energy efficiency.

## PROMOTION

The "I AM GLOBAL" initiative, launched in October 2010 and introducing a newly expanded Global family of aircraft to the world, was deemed Launch of the Year by Flightglobal, the world's leading provider of aerospace news and data, in its annual Aviation Web Awards.

The "I AM GLOBAL" Ambassador Program seeks out and partners with leaders who mirror the Global brand values and exemplify the ideals of giving back by positively shaping lives in communities worldwide. The initiative serves these international role models and their causes by providing access to the Bombardier Global fleet, allowing them to fulfill their mission more effectively. Among the current ambassadors are renowned pianist Lang Lang and leading orchestral conductor Valery Gergiev.

Lang Lang is embracing his life's calling as both artist and philanthropist, making groundbreaking headway in his mission to inspire young people through classical music. For nearly a decade Lang Lang has been giving back to children around the world through volunteer activities as diverse as mentoring young pianists, performing for hospitalized children, delivering classical music recitals in underserved communities, and donating his musical talents to raise awareness for charitable causes. The recently

launched Lang Lang International Music Foundation works with exceptional partners to encourage the young to share his belief that music can make life better. The Global family of aircraft is instrumental in helping Lang Lang maintain his strong worldwide presence and leadership.

As one of music's busiest and most sought-after conductors, Maestro Valery Gergiev is regularly applauded at the podiums of major opera houses and orchestras of the world, but his influence at the forefront of world peace also spans the globe. In his striving for harmony, cooperation, and better understanding between nations, Maestro Gergiev consistently shows the world how music unites humanity. Inviting others to share the vision of global harmony, he established the Valery Gergiev Foundation as a channel for efforts toward international peace. The Global brand is answering his call to action, allowing for a more rapid spread of his ideals by leveraging the arts as a means of strengthening relationships worldwide.

## BRAND VALUES

Six Global Values, mirroring a more forward-thinking leadership mind-set, are a driving force and major contributor to the success of today's new Global aircraft family: Creativity, Performance, Technology, Ingenuity, Leadership, and



Community. These values underline the unmatched all-around response to today's issues and leaders' new needs by supporting their efforts with a more efficient and effective way to reach the world, and by bringing them closer to their destinations faster, more comfortably, and without compromising global ideals. The Global Values display an industry-leading commitment to the future, and particularly to the leaders and social visionaries whose actions are helping to make the world a better place.

## THINGS YOU DIDN'T KNOW ABOUT BOMBARDIER GLOBAL AIRCRAFT

- The spacious, natural-light-infused cabin of the Global 7000 aircraft is unique in business aviation as a true four-zone living space.
- The Global family is the only business jet portfolio to span the 5,200 NM (5,984 statute miles) to 7,900 NM (9,091 statute miles) range, addressing the increasing needs of customers to rapidly link key international city pairs nonstop.