



THE MARKET

An American original, Learjet aircraft are as deeply ingrained in popular culture as they are in business circles. Their sleek design and aerodynamic prowess have raised them to iconic status as the jet of choice for VIPs, savvy entrepreneurs, and go-getters of every stripe. Pink Floyd deemed Learjet a necessity in its best-selling album *Dark Side of the Moon*, and Carly Simon sang about her suitor flying a “Learjet up to Nova Scotia, to see the total eclipse of the sun” in the song “You’re So Vain.” For decades, the Learjet was the symbol of unbridled affluence and luxury in the minds of many. It was cool. It defined contemporary. It was life in the fast lane at 41,000 feet for the wealthy.

At least that was the perception. The reality was that businesses of every size realized the value of flying Learjet aircraft. The time savings and productivity hours gained by executives and business owners offered superior benefits to flying commercial, not to mention the advantage of being able to meet face-to-face with clients at a moment’s notice. As business grew, so did the sale of Learjet aircraft. With each new model, companies achieved greater efficiencies and economies in conducting their business. From



1995 through 2000, business jets were selling at unprecedented premiums. However, in March 2000, the economy entered a recession when the dotcom bubble collapsed and the NASDAQ



crashed. The next few years were tough as the economy worked its way back.

The market had changed, but always the leader, Learjet aircraft had changed with the times. Once tagged as “hot-rods,” these business productivity tools provided pilots with safe handling, increased flexibility, and less fuel usage, and were outfitted with features that allowed passengers to work comfortably en route to their destinations. Simply put, Learjet aircraft were all business, and a new standard for value that would pay corporations back on every flight.

ACHIEVEMENTS

The world’s first business aircraft boasts a heritage of industry-leading firsts. In December 1965, with seven people on board, the Learjet 23 set a time-to-climb record, soaring faster than an F-100 fighter jet and reaching an altitude of 40,000 feet in 7 minutes, 21 seconds.

In 1979 astronaut Neil Armstrong and a Learjet test pilot set five world records for business jets in a Learjet Longhorn 28. In 1983 the first midsize Learjet, the Learjet 55, set another world speed record, flying from Los Angeles to Paris in 12 hours, 37 minutes, with one refueling stop.

In the early 1990s the Learjet 60 set a new industry standard as the world’s quietest business jet. It was also the first business jet modeled using NASA’s Tranair transonic aerodynamics software, fine-tuned with the aid of a Cray supercomputer. Then, with the Learjet 45, Bombardier ushered in the first business jet designed entirely on computer.

HISTORY

In the late 1950s, as chairman of the board of Lear Inc., William (Bill) Lear spent more time flying around the globe pursuing business than at the company’s headquarters in Santa Monica, California. He saw that the future of air travel was by jet. Lear envisioned a small private jet airplane for business travelers that would equal the performance of commercial jetliners. With that in mind, Bill Lear

formed the Swiss American Aviation Corporation (SAAC) with the intention of designing and manufacturing SAAC-23 corporate jet aircraft. He had closely followed development of the Swiss P-16 fighter and wanted to incorporate aspects of it into his new aircraft, such as the low-aspect-ratio wings and wingtip fuel tanks.

On October 7, 1963, nine months to the day Lear opened the Wichita plant, the first Learjet took flight and became the first small jet to reach the market in volume production. Learjet quickly established an international reputation, becoming a best seller and an overnight legend. By 1967 Learjet Inc. led all manufacturers in sales of business jet aircraft to civil operators. Afterward, the line of jets was expanded to include more passenger and fuel capacity. In 1974 the worldwide Learjet fleet had exceeded the 1-million-flight-hours mark, and in 1975 the company produced its 500th jet.

Bombardier Inc. purchased Learjet in 1990. The aircraft were then marketed as the

“Bombardier Learjet Family.” That same year, the Learjet 60 midsize aircraft flew its first flight. Introduction of the Learjet 45 followed in 1992. Bombardier Learjet subsequently launched a brand-new aircraft program, the Learjet 85. It was the first FAR Part-25 business jet with both fuselage and wing made of composites. In 2013 Bombardier will celebrate the 50th anniversary of the first flight ever by a Learjet.

THE PRODUCT

The first family of business aviation has continually refined what a business jet should be. With each model, Learjet delivers new technological innovations and efficiencies, enhanced strengths and agility, and looks that make them the envy of the industry.

Designed to deliver performance advantages that meet the challenges of the real world, Learjet aircraft outdistance and outperform others in a variety of critical areas. They climb high and fast to fly above turbulent weather and traffic, saving fuel and time while enhancing passenger comfort, and they provide pilots with aircraft of exquisite handling and speed. Appreciated for their proven performance and admired for their ultramodern cabins, Learjet aircraft deliver value for passengers and pilots alike.

RECENT DEVELOPMENTS

With the introduction of the Learjet 85, Bombardier has again created something unique and entirely Learjet. Strong, fast, and agile, the Learjet 85 represents a new generation of Learjet excellence that reflects a new business world.

The Learjet 85 will fly faster and farther than any Learjet aircraft ever built while featuring the most advanced avionics suite in aviation. Performance-wise, it will offer a high-speed cruise of Mach 0.82 and a transcontinental range



of up to 3,000 nautical miles (5,556 km). This new aircraft will also bridge technology with ecology, as it is outfitted with one of the greenest engines on the market today.

The interior of the Learjet 85 is designed to optimize productivity and comfort with a cabin that features a double-club arrangement and fully reclining seats. As well, its galley is spacious and ergonomically designed to provide more room and greater flexibility. Adding to passenger comfort is the aircraft's composite structure, which allows for thinner wall thickness to maximize cabin volume as well as placement of windows.



appeal that is universally admired and desired. Simply put, Learjet is the stuff of legends — the epitome of innovation inspired by designers, engineers, and dreams that never settled for the status quo. Learjet leads, but never follows.



PROMOTION

Aircraft as unique as the Learjet 45, Learjet 60, and Learjet 85 require an advertising approach that is equally innovative and category-defying. To that point, Learjet advertising reflects how Learjet answers the needs of a new generation. Learjet aircraft are built for today's entrepreneurs and business leaders who are as comfortable with the online virtual world as they are taking meetings with the heads of global corporations. This print and multimedia campaign pays homage to Learjet's heritage of leadership, in a way that portrays a dynamic business world that is constantly evolving.

BRAND VALUES

From day one, the Learjet brand has stood for independence, strength of character, and forward thinking. It has attracted individuals who turned “What ifs” into “What is” while turning more than a few heads along the way with sleek ramp

THINGS YOU DIDN'T KNOW ABOUT BOMBARDIER LEARJET

- Learjet developed the first winglets ever in 1977, a flight innovation that provides extra lift while reducing fuel consumption.
- It takes the Learjet 45 XR less than 25 minutes to climb up to 43,000 feet, a cruising altitude that allows the airplane to reach 2,000 miles with eight passengers while flying 500 miles per hour.
- As of March 10, 2011, 2,799 aircraft were delivered. Today, 2,383 are registered in the fleet and serviceable.