

# BOMBARDIER LEARJET

## THE MARKET

Even standing still, they look fast.

Ever since the first Learjet took to the air in 1963, these sleek, agile business jets have turned heads and quickened pulses. The aura surrounding Bombardier Learjet aircraft, however, is a result of more than their undeniable ramp appeal. The Learjet's introduction into service sparked an aviation revolution that birthed a multibillion-dollar industry and gave wings to corporate America.

At the time of the launch of the first Learjet, Model 23, conventional wisdom held that the market for business aircraft would peak at 300 planes. Inventor William (Bill) P. Lear argued the number was more like 3,000, but even his estimate proved conservative. More than 10,000 corporate jets already operate worldwide, and forecasts call for more than 5,000 additional aircraft by 2012.

Learjet aircraft have served the corporate aviation market for 40 years, delighting owners and pilots with their performance, comfort, technology, and styling. Their durability, speed, and high-altitude capability have also made them the aircraft of choice for a wide range of special missions, including air ambulance services and aerial photography. Much of the air-to-air footage seen in movies over the past three decades, including the exciting scenes of F-14 fighters in *Top Gun*, were shot from cameras mounted in Learjet aircraft. They have been used worldwide for air defense, reconnaissance, military training, and high-altitude mapping. U.S. Navy and Air Force test pilots train in Learjet aircraft. Finally, they have long been the aircraft of choice for the jet set, a term applied to early Learjet owners.

## ACHIEVEMENTS

Both a productivity tool and a hot rod, the Learjet won over the aviation world and captured the public's imagination virtually overnight. Proving it was more than mere media hype, the Learjet soon began establishing performance records.

For example, in December 1965, with seven people on board, the Learjet 23 set a time-to-climb record, reaching an altitude of 40,000 feet in a blistering 7 minutes, 21 seconds — faster than an F-100 fighter jet.

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.

When Canada-based Bombardier Inc. acquired Learjet in 1990, the company immediately embarked on a plan to propel Learjet aircraft to greater heights. Within months, the new Bombardier Learjet 60 was on the drawing board. This midsize business jet would bring important innovations to the cockpit, set a new industry standard as the world's quietest business jet, and fly more people faster and farther than any aircraft in its class.



More ambitious dreams were already afoot, and Bombardier soon began developing the first totally new Learjet design since the Model 23. Dubbed the Bombardier Learjet 45 aircraft and launched in 1992, it was the world's first "paperless" business jet, designed entirely on the computer screen.

## HISTORY

Few brand names conjure the mystique and excitement that Learjet does. A bold symbol of power, freedom, success, and confidence — an enduring American icon — it is an example of what inspiration, determination, and ingenuity can achieve.

The first Learjet aircraft was more than just the brainchild of innovator and self-made millionaire Bill Lear. It was his passion, and he ignited the same fire in everyone who worked on his seemingly impossible project. Under ordinary circumstances — and under the direction of a less extraordinary man — building the kind of aircraft Bill Lear had in mind would take far more time and money than he had to invest. To succeed, he would skip the prototype phase and go right into production, a daring strategy that left no room for error.



Lear hovered over his engineering team, who stopped only to eat and sleep. Their efforts paid off. Late in the day on October 7, 1963, just before the sun slipped below the prairie horizon, the first Learjet 23 took off for the first time in Wichita, Kansas. Its pilots knew instantly that they had a winner. The sleek jet flew like a dream. Its systems performed flawlessly, and it accelerated on takeoff faster than any jet — civilian or military — that either pilot had ever flown.



The Bombardier Learjet 40 aircraft flies six to seven people faster and farther than anything else in the light jet class. The Bombardier Learjet 45 business jet carries eight to nine passengers faster than any other super-light competitor. The Bombardier Learjet 45 XR aircraft brings still more to the super-light category, flying eight to nine passengers over greater distances and delivering unmatched capabilities at airfields like Aspen and Toluca, where high elevations and warm temperatures conspire to keep many aircraft on the ground. Finally, the Bombardier Learjet 60 aircraft leads the midsize business jet class, offering seven to eight passengers unsurpassed comfort in its roomy, stand-up cabin.

### PROMOTION

How does a brand become a household word? For many, the road is expensive, paved with costly advertising campaigns and other promotional efforts. In the case of Learjet, however, the publicity was virtually free.

Ever resourceful — and running out of funds — Bill Lear invited celebrities to fly his new plane. A pioneer in product placement, he saw it featured in movies, on TV, in other brands' advertising, and even in cartoon strips. Learjet aircraft toured with movie stars as they promoted their latest films. It ferried the rich and famous. It set new world records, and then it broke them.

Learjet became a household word by doing what it was designed to do: performing, excelling, and associating with the leaders and celebrities who embodied power, glamour, and prestige.

A brand is an emotional property, representing real estate in people's hearts and minds. Learjet's share of this real estate will be forever claimed at 51,000 feet.

### BRAND VALUES

Learjet values have never wavered. The independent spirit, strength, honesty, and competitiveness that the brand embodies give it enduring appeal.

Learjet represents an impossible dream made real — and continuously advanced — by the commitment of successive generations of engineers, designers, technicians, pilots, and customers who have embraced the dream as their own.

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Over the years, Bill Lear's company changed hands several times and ultimately found itself facing an uncertain future. Then, on June 29, 1990, it was acquired by global transportation giant Bombardier Inc. Founded by inventor and entrepreneur J. Armand Bombardier in 1942, Bombardier's heritage of innovation and savvy risk-taking made it a natural new home for Learjet. Here was a kindred spirit, one with the resources to put Learjet back on track and energize its product development program. Today, Bombardier is the world's third-largest civil aviation manufacturer, surpassed only by Airbus and Boeing.

deliver unparalleled performance and an incomparable ride that sweeps passengers smoothly above congested flight lanes and unstable weather



### THE PRODUCT

With each new model it builds, Bombardier enriches the Learjet legacy. Each aircraft raises the standard of achievement that has shaped the Learjet legend and made it a proud symbol of American entrepreneurship and know-how.

Through cutting-edge engineering and aesthetics, Bombardier Learjet aircraft offer the demanding business traveler a synergy of unique advantages. Their muscular engines and aerodynamic design

conditions. Their short-airfield capabilities and high-speed cruise allow them to jet travelers in and out of the world's most challenging airfields.

Generous, intelligently configured cabins make the most demanding travel schedule comfortable, productive, and enjoyable, but some would say the best seats on board a Bombardier Learjet aircraft are in the cockpit. Fast, sporty, and highly responsive at low or high speeds, this is a pilot's aircraft. Learjet pilots speak of forming an intuitive bond with their aircraft, where the line between man and flying machine is blurred. It's a phenomenon that, in aviation circles, only deepens the brand's mystique.

### RECENT DEVELOPMENTS

The legend lives on in Bombardier Learjet aircraft. Four models are currently in production, all offering legendary Learjet speed and performance, and each bringing significant advantages to its particular aircraft category.

### THINGS YOU DIDN'T KNOW ABOUT BOMBARDIER LEARJET

- Over 2,000 Bombardier Learjet aircraft are in service worldwide.
- While most commercial airliners fly at altitudes of up to 41,000 feet, Bombardier Learjet aircraft can cruise at 51,000 feet, flying above traffic and bad weather.
- The term "jet set" came to be associated with early celebrity Learjet customers like Frank Sinatra, Danny Kaye, and Arnold Palmer.



**BOMBARDIER**

*Experience the Extraordinary*