

# BOMBARDIER LEARJET

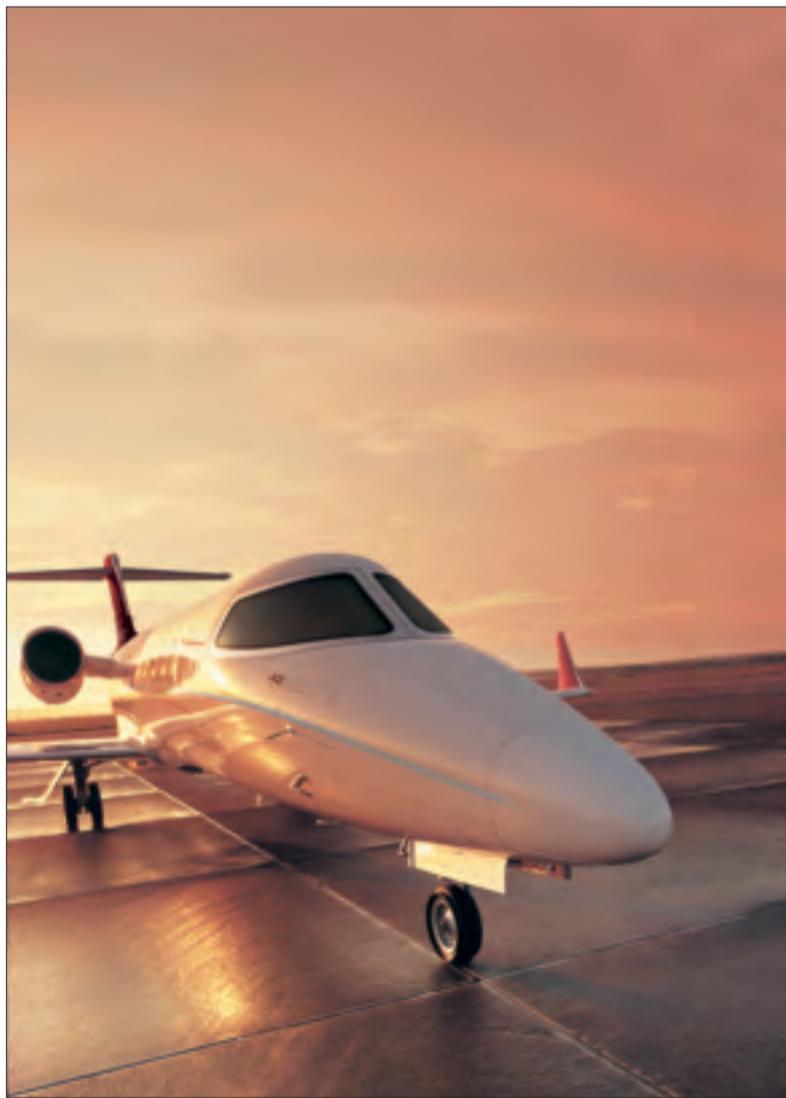
## THE MARKET

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. Learjet's pioneering efforts sparked an aviation revolution that gave birth to a multi-billion-dollar industry and gave wings to corporate America.

When the first Learjet, Model 23, was launched, 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 14,000 corporate jets already operate worldwide, and forecasts call for over 5,000 more aircraft by 2011.

Learjets have served the corporate aviation market for over 40 years. There are more than six different models currently in use as corporate jets, delighting owners and pilots with their performance, 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, such as air ambulance services and aerial photography, including the exciting scenes of F-14 fighters in the movie *Top Gun*. They have been used worldwide for air defense, reconnaissance, military training, and high-altitude mapping, and 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 first coined to refer to early Learjet owners, for whom their aircraft was the ultimate affirmation of their unique, larger-than-life personalities.

## 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, it soon began establishing performance records, and, like the owners who bought them, pushing the envelope . . . or more aptly, tearing it apart.

For example, in December 1965, with seven people on board, the Learjet 23 aircraft 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 Super Sabre fighter jet to 10,000 feet.

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 aircraft, set another world speed record, flying from Los Angeles to Paris in 12 hours, 37 minutes with one refueling stop.

When Bombardier Inc. acquired Learjet in 1990, the company immediately embarked on a plan to propel Learjet to greater heights. Within months, the new Bombardier Learjet 60 business jet was on the drawing board. This midsize aircraft would bring important innovations to the cockpit, set a new industry standard as the world's quietest business jet, and outperform any other 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 and launched in 1992, it was the world's first paperless business jet design, created 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 "impossible" project. 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, the first Learjet 23 aircraft took off for the first time from 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 Learjet was a new breed of aircraft.

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 Boeing and Airbus, and in fact, is the world's largest manufacturer of business jet aircraft.



**THE PRODUCT**

With each new model it builds, Bombardier enriches the Learjet legacy. Each aircraft raises the standard of achievement that has shaped the proud Learjet legend.

Through cutting-edge engineering and aesthetics, Bombardier Learjet offers the demanding business traveler a synergy of unique advantages. Their muscular engines and aerodynamic design deliver unparalleled performance and an incomparable ride that sweeps passengers smoothly above congested flight lanes and unstable weather conditions. Their short-field capabilities and high-speed cruise allow them to jet travelers in



and out of the world's most challenging airfields. There is a swagger to the Learjet that other aircraft just don't possess.

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 dream. Learjet pilots form an intuitive bond with their aircraft, where the line between man and flying machine is blurred, a phenomenon that only deepens the brand's mystique.

**RECENT DEVELOPMENTS**

Bombardier Learjet aircraft eclipse the competition, no matter what the category. Recent development has focused on extending the range of the Learjet aircraft, along with its capacity to handle tricky conditions in smaller, out-of-the way airfields. The Bombardier Learjet 40 XR carries six passengers fully loaded, and even from "hot and high" airfields like Jackson Hole, Wyoming, boasts a time-to-climb of approximately 22 minutes to 41,000 feet. In similar conditions, competing aircraft wouldn't even dare to take off.

The Bombardier Learjet 45 XR aircraft brings even more to the table, with the same performance characteristics of the Learjet 40 XR, but adding greater range, increased passenger capacity (eight), and a larger cabin for enhanced productivity and relaxation.

And last, but hardly least, the Bombardier Learjet 60 XR launched in 2005. With a time-to-climb to 41,000 feet in a truly breathtaking 18 minutes, and with the unsurpassed comfort of its roomy, stand-up cabin, the Learjet 60 XR is quite simply one of the fastest, highest-flying midsize business jets ever made.

With Learjet's legacy of technological innovation, you can be sure that the best minds in business aviation are gearing up for yet another breakthrough.

**PROMOTION**

How does a brand become a household name? For many, the road is expensive, paved with costly advertising campaigns and other promotional efforts. But the conventional roads that others travel are not the roads for Learjet.

Ever resourceful, Bill Lear invited celebrities to fly his new plane. With each enjoying the

mutual enhancement of reputation, the publicity was absolutely free. A pioneer in product placement, Lear saw his aircraft 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 set new world records, and then it broke them.

Learjet became a household name by doing what it was designed to do: perform, excel, and associate with the leaders and celebrities who embodied power, glamour, and prestige. A brand is an emotional property. It represents real estate in people's hearts and minds.

**BRAND VALUES**

The pioneering spirit has never been absent from Learjet. It was the first, and it became an instant legend. The original jet-setters were aboard Learjets. This superb performer was never intended for everyone; it was meant for a breed apart. Learjet represents a dream, a statement about a unique lifestyle choice, made real by the commitment of the successive generations of engineers, designers, technicians, pilots, and customers who have embraced the dream as their own.

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

- The Swiss P.16 fighter-bomber served as an inspiration for the design of the first 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.