

# BOMBARDIER GLOBAL

## THE MARKET

“Build me the perfect business jet.” With these seemingly simple words, Laurent Beaudoin, CEO of *Bombardier Inc.*, launched a revolution in business aviation. The result of his vision would be the development of the *Bombardier Global Express*, an ultra-long-range jet believed to be so extraordinary that it would create a performance class all its own. The only one of its type to be designed from first principles, this ultimate in business jets would incorporate advanced technologies with an elegance and synergy never before seen, capable of carrying eight passengers and four crew faster and farther than any corporate jet in existence, and in unmatched comfort and luxury.

The government and business leaders of the world using the aircraft would need the ultimate in space and comfort as well. The aircraft would have the largest cabin in a true business jet: over 48 feet long, 8 feet wide, and 6 feet in height. The space would be divided into three sections offering a variety of different configurations: a lounge area, an office with a complete workstation and conference room with a convertible dining table, and a stateroom with a full-size fold-out bed. Technological advances in performance would only enhance the total cabin experience.



Success after success has followed since the breakthrough aircraft's first flight in 1996, and has led to the creation of the *Bombardier Global* aircraft family of today. The *Global 5000* business jet was launched in 2002 to compete in the super-large business jet segment. The *Global Express XRS* — an evolved version of the original model — was launched in 2003. As with all *Bombardier* aircraft, it was designed to be the standard against which all other aircraft in its class are measured. Its speed/range combination is envied in the business aviation world, and its short-field performance is so outstanding that it can bring its passengers closer to their final destination than any jet in its category.

## ACHIEVEMENTS

*Bombardier Global* aircraft were intended from the beginning to appeal to the world's most sophisticated travelers by offering more of virtually everything: more reach, more power, more space, more luxury, more security. The *Global Express* was designed to reign supreme in the skies. At a time when the longest non-stop range of a business jet was some 4,200 nautical miles (nm), *Bombardier's* new aircraft would end up making a quantum leap in range, at speeds superior to all competition. The *Bombardier Global* aircraft boast an extraordinary list of unique aviation achievements, and its various aircraft currently hold a host of world records.

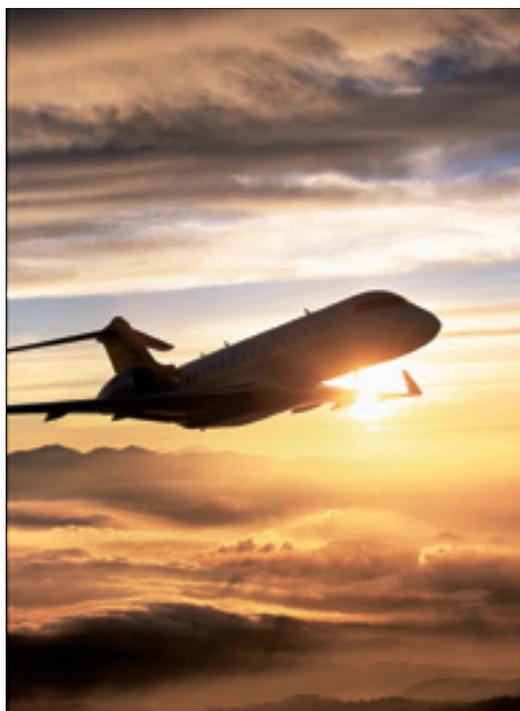
For example, from May 1 to May 15, 1999, a single *Global Express* production aircraft set a new world record virtually every second day. During that period, this aircraft made one U.S. transcontinental and six ocean crossings, including two Atlantic and four Pacific crossings — a small expression of its performance capabilities.

The *Global Express XRS* business jet, the latest version of the original *Global Express*, broke records at will, adding to the world-class aura surrounding the *Global* program. And in November 2008 a *Global Express* circumnavigated the globe over both the North and South poles in just 52 hours and 32 minutes, firmly reconfirming its performance flexibility.

## HISTORY

The 1991 National Business Aircraft show in Houston, Texas, was the site chosen to announce this momentous project. Designers declared there would be no continuity with any other aircraft: the *Global Express* would be designed from a completely clean sheet to be superior to the competition on several levels. Performance parameters rapidly changed as the project began to take shape: the original, very ambitious range and high-speed cruise targets were adjusted upward — significantly. Engineers predicted a research, development, and testing time of six years before launch would be possible, at a cost of \$1 billion.

Prototypes were built and tested, and ambitious performance targets began to be met. In





June 1997, the Global Express made its international debut, flying from Wichita, Kansas, to Le Bourget in France, a distance of 4,185 nm, in only 8 hours and 28 minutes. This broke the previous business jet record (held by the Bombardier Challenger 604) by 1 hour and 16 minutes. Type certification followed soon after.

The final step in development occurred on July 8, 1999, when the first Global Express for commercial use was delivered to executives from AirFlite of Long Beach, California.

### THE PRODUCT

The majestic and sophisticated Bombardier Global business jet family offers the absolute summit in performance and comfort, designed without compromise to give government and business leaders supreme command in the air and a comfortable place to convene at the highest levels. This aircraft was so ambitious in its original targets and so daring in its design that an entirely new development structure had to be developed to handle the project.

Although consummate performance was the first criteria for the aircraft, elegance is another Global hallmark. It shows in everything from the evolution of wing design and improved short runway performance (thus rendering accessible many destinations previously denied to aircraft of this size and capacity) to the superb styling of this high-flyer.

The perfect business jet means equal attention to passenger comfort, ease, and amenities. Global aircraft have always boasted the largest cabins in their class, and quiet acoustics that are simply astounding. There are three separately controlled temperature zones, and the lowest cabin altitude

in the industry. Seats are constructed from space-age material to conform to the body's contours. Global aircraft were designed with one of the world's most advanced Cabin Electronic Systems, giving prominent public figures the same high-caliber working capabilities that they enjoy on

superiority. Available on both the Global Express XRS and Global 5000 business jets, the first all-new flight deck is scheduled to deliver in 2011.

### PROMOTION

Word began to spread about Global aircraft from the moment the program was announced. In aviation circles, astonishment and awe greeted the aircraft, meeting and then surpassing its extraordinarily ambitious objectives. Then came the best publicity of all: word-of-mouth accounts of the Global flying experience, circulating among the elite group of passengers privileged enough to fly in one.

### BRAND VALUES

Bombardier Global Aircraft were purpose-engineered to lead their class on every pertinent measure. To many, the brand has become synonymous with refined living, visionary design, and accomplishments surpassed.

Beautiful to behold and a wonder to fly, Bombardier Global business jets offer their passengers the ultimate cabin experience. With respect to performance, the aircrafts' superiority was clearly proven from the very first test flights and continues to be demonstrated to this very day. If there were such a thing as a perfect business jet, its home would be in the Bombardier Global family.



the ground. When it comes time to relax and unwind, Global aircraft provide a wealth of entertainment options for the ultimate cabin experience to match the ultimate in performance.

### RECENT DEVELOPMENTS

Unveiled in September 2007 the all-new Global Vision Flight Deck is the ultimate flight control environment that will forever change the pilot's experience. By merging leading-edge, advanced cockpit technology with the same level of comfort only matched by Global Express business jet cabins, Bombardier has again delivered an industry first.

Meticulous attention was brought to every detail in the flight deck, and the resulting ergonomic environment brings an unprecedented level of pilot controls within fingertip's reach. Coupled with state-of-the-art avionic technology, it is the first business aircraft cockpit designed for function, comfort, and aesthetic



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

**Beyond the comfort of plush carpeting, fine leather seats, and hand-crafted wood paneling, how does it feel to fly in Bombardier Global Express XRS business jet style?**

- Full Internet connectivity brings VIP travelers' offices right into the sky, so they can be productive even while in flight.
- An optional stand-up shower is available. Travelers can arrive at their destination refreshed and ready to do business.
- A private aft stateroom provides an exceptionally productive and tranquil environment in which travelers can work and relax.