



In this issue we highlight Embraer Executive Aviation's advances over the past ten years. We invite you to take a moment to review what we have accomplished together beginning with the announcement of the Legacy program in July 2000 to the delivery of the first Legacy 650 last year. We

have come a long way and at Embraer we are ever mindful that without our customers none of these remarkable achievements could have occurred. It is that recognition that drives our philosophy and dedication to provide the best customer support in the industry.

In this edition we will tell you about an important milestone. Last February our Windsor Locks, CT facility resumed full activity to better respond to the needs of our Phenom 100, Phenom 300, Legacy 600 and Legacy 650 operators. It is the third Embraer owned service center in North America joining our facilities in Ft. Lauderdale, FL and Mesa, AZ. They are part of a North American network of over 20 service centers.

We also highlight other important achievements in this newsletter including the expansion of our authorized service center network in Asia Pacific and a profile of Falcon Aviation in Abu Dhabi, UAE operating two Legacy 600s and a new Lineage 1000.

It has been an exciting and productive year for our Embraer Executive Jet family and our customer support and services. The article summarizing our achievements in the past year underscores our commitment to provide you with the highest level of customer service through enhanced aftermarket services.

Finally, I would like to take this opportunity to invite you to join us in the upcoming *AIN (Aviation International News)* and *ProPilot (Professional Pilot) Surveys* that will be held in April and May. Your participation will help us to identify improvement opportunities and reach the required number of inputs to be included in the magazines' rankings.

We sincerely appreciate your input on how we can continue improving your customer experience and encourage you to keep providing us feedback through our customer surveys and other communication channels.

Thank you for your confidence in Embraer!

Edson Carlos Mallaco
Vice President,
Customer Support and Services - Executive Jets

Bradley Facility Ramps up to Meet Demand



Windsor Locks, CT facility - Bradley International Airport

With Embraer's fleet continuing to grow the company remains firmly committed to continually improving its service center network. The goal is to provide the best customer support and maintain the highest level of customer satisfaction and services. To keep pace with its customer's needs Embraer is adding a third company owned maintenance center. The Windsor Locks, CT facility, located on Bradley International Airport, will cover the U.S. Northeast region. The 47,700 sq-ft facility includes a hangar, workshops and office space. It will provide full support for the Phenom 100, Phenom 300, Legacy 450, Legacy 500, Legacy 600 and Legacy 650 executive jets. It joins existing facilities in Mesa, AZ and Fort Lauderdale, FL.

The Bradley facility has been operational since 2008 as an AOG services facility and is now offering full maintenance services to the rapidly growing Northeastern fleet of Embraer Executive Jets.

"By resuming full activity in the Bradley service center, Embraer is responding to the increasing number of aircraft deliveries in the region," says Edson Carlos Mallaco, Embraer's Vice President, Customer Support

and Services - Executive Jets. "We are also reiterating our strong commitment to our customers and their demand for a nearby service center to support scheduled aircraft maintenance as well as any required aircraft rescue team operations."

The MRO is equipped and staffed comparable to the existing owned service centers and is offering routine inspection, scheduled and unscheduled maintenance, airframe, engine, avionics, and other systems repairs, 24/7 assistance, AOG mobile rescue teams and an inventory of expendable and repairable parts.

"We decided to reposition to the service center a significant amount of spare parts as on-site stock to be able to respond quickly to parts needed in the Northeast," explains Jacques Blondeau, Director of Embraer MRO Centers - Executive Jets. "The workforce is being expanded to include a full staff of aircraft and power plant technicians, avionics electrical technicians, dedicated aircraft inspectors, and the support of a network of specialists for additional services such as paint, interior or other optional modifications."

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Customer Support and Services Achievements

During 2010 Embraer Executive Jet Customer Support and Services devoted significant resources to put in place infrastructure, practices and policies to make your customer experience the best in the industry.

In the U.S. our facility in Mesa, AZ was presented the FAA Diamond Award for the third consecutive year. This is awarded for 100 percent employee participation in continuing education. The Diamond Award is the FAA's highest award for excellence in aircraft maintenance training.

As our fleet continues to grow at a significant pace, the demand for service also grows. The EEJS facility at Bradley International airport in Windsor Locks, CT has been providing AOG services and recently became our third company owned full-service maintenance center.



Highlights 2010

This year the Embraer Customer Contact Center will be two years old and is averaging over 10,000 telephone and email contacts per month. Our Field Support Representatives work closely with the Contact Center and the Service Center Network to assure customer support is available whenever needed. In 2010 Embraer added new service centers in Australia, Dubai, Germany, India, Switzerland and Mexico. More international service centers will be added in Asia-Pacific, China, South

America and other regions as the fleet continues to grow.

As we increase the number of service centers we are mindful of the need to be able to provide them with parts support in a timely manner. To that end we have located a full inventory of spare parts for all Embraer aircraft in both our Singapore Distribution Center and in the Latin American region. Similarly, we have also increased the spare parts allocation at the individual service centers.

Part of our commitment to you is to provide many ways to establish a working relationship with Embraer. We continue to offer our Operators Conferences (EEOC – Embraer Executive Operators Conference) in Asia Pacific, Europe, Latin America, the Middle East and North America because we believe the ability to meet with customers face-to-face is very important.

In our interactions with customers we listen and respond to their concerns. For their peace of mind we offer new aircraft warranty coverage, Embraer Executive Care – a high quality maintenance services package, and the Embraer Maintenance Tracking and Planning System.

On the Training side, the first Phenom 300 full flight simulator was certified by ANAC, FAA and EASA in August, 2010. We have trained over four hundred Phenom 100

and Phenom 300 pilots at the ECTS facilities at Dallas - Ft Worth Airport and Burgess Hill, UK. We also trained our first Legacy 650 customers to coincide with the first aircraft delivery in last November.

Our efforts to make your customer experience the best in the industry will continue during this year and others. That's a challenge we always look forward to meeting. There are more initiatives to come, such as:

- Improvements to FlyEmbraer portal;
- Improvements to our web tools: AHeAD for Phenom 300;
- The upcoming Embraer Experience Survey in the second semester this year;
- Others.

In April, both *AIN - Aviation International News* and *ProPilot - Professional Pilot* magazine will be conducting their product support surveys. Qualified readers will be contacted and invited to participate online for the AIN Product Support Survey and Professional Pilot will send out the paper survey to readers. We encourage you to participate in both of these well respected surveys. By providing your candid opinion you will help Embraer give you better customer support in critical areas.

If you are not currently subscribed of AIN and ProPilot magazines, please take few minutes and complete the applications for free subscriptions:

For AIN, please visit the site below:
<http://www.b2bmediaportal.com/Register.aspx?fid=AIN&key=EM004>
 For ProPilot, please visit:
<http://www.submag.com/sub/ps>

EVENTS

Embraer Dedicated to support Asia Pacific Customers

In February, Embraer participated in the eighth International Exhibition on Aerospace, Defense and Civil Aviation – Aero India 2011 in Yelahanka, Bangalore, India. Embraer took advantage of the occasion to announce it had appointed Mumbai, India-based Air Works Pvt Ltd as its new Authorized Service Center in the region. Air Works also has facilities in Delhi, Bangalore and Chennai. Under the terms of the agreement, and with approval by India's DGCA, Air Works will provide maintenance, repair and overhaul services for all Phenom 100 executive jets in the country.



Embraer and Air Works teams

In addition to the announcement of Air Works Pvt Ltd, Embraer displayed a Phenom 100, Phenom 300, Legacy 650 and the Lineage 1000 at Aero India 2011. This static display showed the full line of Embraer Executive Jets.

Embraer Executive Jets also participated in Avalon 2011, the Australian International Airshow and Aerospace & Defence Exposition, in March. The event has been held since 1992 and this year celebrates the centenary of Australia's first passenger

flight. Embraer displayed a Phenom 100, Phenom 300 and Legacy 600 at the static display this year.

Mindful that growth requires support, Embraer continues to increase its support in the Asia Pacific region. In addition to the Air Works appointment, Embraer announced the capability growing of ExecuJet Australia Pty Ltd – to provide enhanced maintenance, repair and overhaul (MRO) services for Embraer's Phenom 100 in Melbourne and Sydney facilities. It complements the existing services provided to Embraer Legacy 600 and Legacy 650 operators in the country.

"We are very pleased to provide Embraer Executive Jet operators in Australia with added service capabilities to attend to their maintenance needs. This is an example of our commitment to providing Embraer Executive Jet operators in the region with best-in-class support for all their maintenance and service needs for the growing fleet of executive jets in the region." said André Luis Vieira de Sousa, Director, Customer Support and Services - Executive Jets, in Asia Pacific.

Embraer now has Authorized Service Centers (EASC) in Australia, India and Singapore offering comprehensive MRO services to its executive jet operators. To support all of their authorized service centers, Embraer has established a full inventory of executive jets spare parts at the Regional Distribution Center in Singapore and the company has also increased the spare parts inventory at each of the EASCs in the region.

In addition, Andrew Corrigan joined the Customer Support and Services team in March as the Embraer Field Support Representative in Australia, he will be based in Melbourne.

New Authorized Service Center in the USA Duncan – Provo, Utah

On March 25th, during the second Phenom Owner's Meeting, in San Antonio, CO, Embraer announced Duncan, Provo - Utah as its newest Embraer authorized service center in the region.

It will provide checks, scheduled, unscheduled maintenance services and rescue services for Phenom 100, Phenom 300, Legacy 600 and Legacy 650.

Duncan Aviation, Provo joins Duncan Aviation's full-service facilities in Lincoln, Neb. and Battle Creek, Mich., which are also Embraer authorized service centers.

New Service Center capability definitions

Embraer has simplified its service center classification system. Previous service centers were categorized as Level 1, 2 or 3. Effective immediately service centers are now classified as Line Maintenance or Base Maintenance.

Line – maintenance procedures requiring minimum local regulatory approved such as: routine inspection and servicing, troubleshooting, LRU replacement and scheduled maintenance.

Base – full maintenance support for authorized aircraft model.

Falcon Aviation finds Embraer a good fit for Middle East Operations

"The new Lineage created a great impression at MEBAA (Middle East Business Aircraft Association) last December. Our principal flew in the aircraft and was extremely impressed," Jason Martin, Fleet Manager for Falcon Aviation, said. "We feel the interior design and layout combined with an amazingly spacious cabin and ample luggage capacity make it a real winner. We expect the Lineage will quickly find a solid clientele and along with our two Legacy aircraft be a solid charter performer."

Falcon Aviation Services (FAS) was formed in 2006 under the initiative of His Highness Dr. Sheikh Sultan bin Khalifa bin Zayed Al-Nahyan to meet the rising demand for air charter and general aviation services in the region. Based at Bateen Executive Airport, Abu Dhabi, the premier VIP airport in the UAE, FAS is only 10km from the City Center. FAS operates an all new fleet of six VVIP aircraft including one Embraer Lineage 1000 and two Embraer Legacy 600s. In addition, FAS operates a Eurocopter EC-135 Hermes and two Agusta A-109 Grand helicopters in VVIP configurations.

As its fleet would indicate, FAS is a broad-based aviation services provider including fixed wing and helicopter charter, helicopter tourism, oil and gas industry support, military support, air ambulance services, aircraft management and aircraft maintenance. The MRO holds both UAE GCAA and European EASA approvals for aircraft maintenance and is currently investing over \$25M in a new, fully air-conditioned maintenance facility slated to open in the 2nd quarter of 2011.

"As a founding board member of the MEBAA, we are very committed to delivering the highest level of aviation services in safety, quality and customer service," Martin said. "It is one of the reasons why we've chosen Embraer products. They are built on a solid commercial platform with proven reliability."

"We have been working with Embraer for nearly four years since our first Embraer aircraft order and have witnessed first hand the growth in Embraer and evolution of the Embraer corporate jets. With each aircraft acceptance we have seen modifications and improvements in design and

reliability which has reinforced Embraer's commitment to product improvement," added Martin.

FAS not only operates Embraer aircraft but is a maintenance, repair and overhaul (MRO) facility that has been designated



Jason Martin – Fleet Manager for Falcon Aviation

an Embraer Authorized Service Center. Falcon Aviation Services have been providing line maintenance support for the last two years while they've been building their new facility to support the growing number of Embraer aircraft in the region.

According to Martin, one of the reasons FAS is so happy with Embraer is related to customer support. "There are two Embraer Field Service Representatives in the UAE: Carlos Silva and Wagner Tofoli. Carlos is based in Dubai and has been working with us for over two years. Wagner is in Abu Dhabi and we've also had a great relationship for the past year and a half. Carlos and Wagner are always around; they're as much a part of the FAS family as we are a part of the Embraer family."

Martin explained a recent situation that underscored why FAS is committed to its relationship with Embraer. "We were contacted recently by our Lineage 1000 flight crew from Malaysia, they required technical support. We notified Wagner of the situation and he immediately sprung into action. He worked out what parts were required, contacted

Ajith Pilai, our parts stores supervisor, and notified the Embraer Contact Center, in São José dos Campos, Brazil, that we had an AOG situation. Fortunately Embraer has a well stocked parts warehouse in Singapore that had the necessary part."

Martin said while Tofoli was coordinating everything he got in touch with Hawker Pacific - the Embraer Service Center in Singapore. "I contacted Cristiano Silva of Hawker Pacific's AOG support team and briefed him on our situation. I told him the aircraft was on a charter with passengers and we needed the problem resolved as quickly as possible. I then contacted John Lawrie, one of our senior Lineage 1000 engineers, and he went to Singapore to return the aircraft to service. Everyone made an incredible effort to ensure the right people and parts were put into position in the least amount of time possible. As a result the aircraft was able to depart the same day without a delay to the charter."

A. J. Baker, FAS' Vice President, Business Development, agreed with Martin about the strength of the relationship with Embraer and said, "We have enjoyed a solid partnership over the past several years and look forward to continuing to work together in the future. We are privileged to have a broad relationship as an owner operator, a private aircraft user for our principal, as a service provider to our own fleet and as an Embraer Service Center supporting Embraer's clients. As our new maintenance facility comes on line our role as an Embraer Authorized Service Center will be further enhanced in the coming months."



Lineage 1000 from Falcon Aviation

ACHIEVEMENTS

A New Factory in the United States

On February 21st, Embraer inaugurated its first factory unit in the United States. It is located at Melbourne



Melbourne Ribbon Cutting

International Airport, in Florida, and will be dedicated to final assembly of executive jets. Production of the Phenom 100 will kick off operations and delivery of the first aircraft is already expected for the fourth quarter of this year.

For now, the Company structure in Melbourne includes a 7.5 thousand square-meter hangar and a modern paint shop. Construction of the facilities began in December 2008, with the first stage accounting for an estimated investment of around 50 million dollars, which should result in a 14 thousand meter square factory.

The second stage of construction is currently ongoing. Included in this project is the Customer Service Center, where future owners of executive jets can define the design of the interior of the cabins using the latest generation of 3D technology, as well

as a showroom with a wide variety of materials for finishing the interior of the cabin. Work is expected to finish by the end of the year.

At the inauguration event, President and CEO Frederico Fleury Curado pointed out that the new unit represents a milestone in Embraer history. "We have met the goal of bringing operations closer to our clients and our biggest market," he said. Phil Krull of Embraer Executive Aircraft, LLC, spoke about teamwork: "The priority includes improving profitability with a focus on quality, managing processes, and serving the customer."

* Article published by Embraer News magazine, edition 74, 2011



10 years of Executive Aviation

- March 31, 2001 - Legacy 600 makes its first flight.
- December 2001 - Legacy 600 was certified by Brazil's Comando-Geral de Tecnologia Aeroespacial (CTA).
- 2002 - The Legacy is approved by the U.S. Federal Aviation Administration (FAA), European Joint Aviation Authority (JAA) and European Aviation Safety Agency (EASA).
- February 2002 - First delivery of the Legacy.
- 2005 - Embraer announced at the National Business Aviation Association (NBAA) convention it will strengthen its business aviation position by offering new products and services beginning with a new, entry level jet, subsequently named the Phenom 100, and a light jet that would be designated the Phenom 300.
- May 2006 - Embraer announces the Lineage 1000 at the European Business Aviation Convention & Exhibition (EBACE) in Geneva, Switzerland. It is to be an ultra-large executive jet based on the EMBRAER 190 with twice the range.
- March 22, 2007 - The 100th Legacy is delivered in a ceremony at Embraer's São José dos Campos facility to ABS Jets, from Czech Republic.
- July 26, 2007 - Phenom 100 makes its first flight.
- April 29, 2008 - Phenom 300 makes its first flight.
- May 2008 - Embraer announced the MLJ (mid-light jet) and MSJ (midsize jet) at the European Business Aircraft Conference and Exhibition (EBACE) in Geneva, Switzerland. They were subsequently named the Legacy 450 and Legacy 500.
- December 2008 - First delivery of the Phenom 100.
- May 07, 2009 - The first delivery of the Lineage 1000.
- October 19, 2009 - Embraer announces the Legacy 650 at the National Business Aviation Association (NBAA) convention. It builds on the successful platform of the super midsize Legacy 600 offering greater range and capacity for 14 passengers. Two positions were immediately purchased by a German customer.
- January 2010 - First delivery of the Phenom 300.
- November 2010 - First delivery of the Legacy 650.

Inside the Customer Support Team

Luiz Fernando Ragonha Jr. is the Commercial Manager of the Embraer Executive Jet Services in São José dos Campos, SP, Brazil. A ten year Embraer employee, Ragonha has been in customer support for the past two and half years working with the Embraer service center network.

"It is my primary responsibility to establish a close and trusting relationship with Embraer Executive Jet Customers during their maintenance experience. The ability to effectively do my job is greatly enhanced because of the quality and commitment of the entire service center team," Ragonha said.

"Working on this team puts me in frequent contact with Embraer customers and products, which I find fascinating. I really enjoy the opportunity to work on and evaluate our customer's needs in terms of support and services. I am constantly learning from those interactions and it helps me contribute to Embraer's continuous improvement process," he added.

Ragonha received a BSC in Mechanical Engineering from the University of São Paulo State, in Guaratinguetá and a Master in Business Administration at FAAP - Fundação Armando Álvares Penteado, in São José dos Campos. He joined Embraer in April 2001 as a Sales Engineer for ELEB, a subsidiary of the Embraer Group that deals in landing gear and hydraulic components for aerospace companies



around the world. In 2007 he was named ELEB's Commercial Manager.

In September 2008, he moved over to the Service and Support Solutions Team at Executive Jets Customer Support where he defined the strategy, policy and management process for the service center network. "Working in that environment would prove to be a very valuable asset and prepared me for my current position," Ragonha said.

In April 2010 he moved to the Embraer-Owned Service Center in São José dos Campos, a maintenance center dedicated to executive jets in the Latin American region, as the Commercial Manager. "I can assure you this is one of the most interesting and exciting experiences of my career," he noted.

"One of the most important lessons my parents taught me was to be considerate and respectful of others. Since childhood my family taught me that a strong relationship is based on trust. I bring that lesson with me to work every day. I try to make it a philosophy in my life and in my relationship with our Customers. Someone once told me 'Our life is a gift from God, what we do with it is our gift to God.'"

And as a typical Brazilian, he enjoys a good barbecue followed by a good time with his family and friends.



2011 EMBRAER EXECUTIVE OPERATORS CONFERENCES

Our worldwide annual conferences are ready to start.

This year Embraer will host seven conferences around the world. On these opportunities we will cover the latest technical, maintenance and flight operations updates for Embraer Executive Jets. It is a great moment to stay connected with Embraer, suppliers, service centers and other goods and services suppliers to enhance the operation of your Embraer product.

We look forward to welcoming you to our EEOCs 2011.

EEOC 2011

- Europe - Paris, May 3- 5
- Latin America - São Paulo, August 9 - 10
- North America - Colorado Springs, September 13 - 15 (Legacy) and Las Vegas, October 13 - 15 (Phenom)
- Middle East - Dubai, October 24*
- Asia Pacific - Jakarta, October 31 (Legacy) and Mumbai, November 3 (Phenom)

*Date to be confirmed

To know more about our EEOCs, please contact your regional Customer Support and Services team.

Upcoming Events

- EEOC - Embraer Executive Operators Conference Phenom and Legacy
May 03 - 05
Paris, FR
- EBACE
May 17 - 19
Geneva, SWI
- Cannes AirShow
June 09 - 11
Cannes, FR
- Paris AirShow
June 20 - 29
Paris, FR
- EAA AirVenture Oshkosh
July 25 - 31
Oshkosh, WI, USA
- EEOC - Embraer Executive Operators Conference Phenom and Legacy
August 09 - 10
São Paulo, Brazil
- LABACE
August 11 - 13
São Paulo, Brazil

To learn more about Embraer Executive Jets participation in air shows and events, please visit:
www.EmbraerExecutiveJets.com

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Contact us: elaine.silva@embraer.com.br

Editorial Coordinator: Elaine Moreira da Silva
Writer: David Lombardo
Collaborators in this issue: Kelly Bastos, Maureen McMaster and Wagner Tofoli.
Art Direction: Rodrigo Schuster - Performa Comunicação



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