

G650ER CABIN ALTITUDE: 3,000 FT*
 PASSENGERS: UP TO 18
 PANORAMIC WINDOWS: 16

SOARING ABOVE THE NEW ECONOMY



The Embraer Legacy 500 is the first midsize business jet with a six-foot, stand-up cabin.

BUSINESS AVIATION OFFERS INNOVATIVE FLYING AND FINANCIAL SOLUTIONS IN RESPONSE TO GLOBAL BUSINESS NEEDS.

CORPORATE FLIERS are on track to have a banner year. Fuel prices are low, which means companies that utilize private aircraft to close new deals and keep their existing operations humming are using them more aggressively. Also, the economy is rebounding, which means there's new business out there and the groups that move their people most efficiently have the edge.

In fact, according to a statistical survey just released by Jet Support Services Inc., the healthcare industry boosted its corporate flying by 17% in the first quarter of this year. The construction industry saw a 14% bump, and leaders in finance a 10% increase. Globally, flight hours increased by 7%.

So here's the question: Are you as responsive and light on your feet as your competition? Can you move your engineers, executives, and representatives as fast as you need to when opportunity

knocks—or crises emerge?

There's little doubt that corporate aviation boosts your bottom line. Everyone from Bass Pro Shops founder Johnny Morris to legendary financial wizard Warren Buffett has publicly endorsed the benefits recently. (Of course, Buffett's Berkshire Hathaway has owned business jet charter NetJets since 1998, which is a pretty legit endorsement of the practice.) But it has to be approached smartly and strategically. Do you purchase a jet outright, or lease? Do you ease in with a few charter flights, or take a slice of the action via fractional ownership of a business jet? Maybe it's a combination of several of these options, along with selective use of commercial aviation.

Regardless, having more arrows in your resource-management quiver is far better than having just one, especially if that one is United, Delta, or American and all your arrows are standing in line at airport security.



THE ULTIMATE COMFORT ZONE

Flying farther faster than any other business jet is one measurement of excellence. For another, look inside the Gulfstream G650ER™ to see the culmination of exquisite comfort. Panoramic windows, 100 percent fresh-air replenishment and lie-flat seating enhance every moment of travel. Go beyond your expectations for distance and comfort in the flagship G650ER—The World Standard.™

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*At the typical initial cruise altitude of 41,000 ft

Gulfstream™
 A GENERAL DYNAMICS COMPANY

Fortunately, the business of business aviation is making it easier than ever to diversify your mobility. New aircraft are increasingly faster, more efficient, and more versatile; customer support services are designed to make ownership a breeze; and finance strategies that permit a huge variety of entry points can make the decision a rock-solid investment for companies at any size and level.

INNOVATION IN THE SKY

There's a well-known mantra in both commercial and private aviation along these lines: If it isn't faster, better, and cheaper to fly, we don't want it. For that reason, aircraft makers including Embraer, Cessna, Bombardier, and Gulfstream all strive to make every new product significantly better than the ones before it.

Indeed, if relying on past successes were a sound strategy, Gulfstream could rest on its laurels, having designed and built some of the world's most respected and commercially successful business aircraft in history. But Gulfstream leadership knows that the key to future growth is customer-centric innovation. The company, owned by General Dynamics, is demonstrating this skill with the new G500 and G600, its newest large-cabin, long-range aircraft.

The unique size, speed, and efficiency of these two aircraft allow them to dovetail nicely into Gulfstream's existing fleet which includes the mid-cabin G150, the super-mid G280, the large-cabin G450/G550, and the flagship G650 and G650ER.

According to Steve Cass, Gulfstream's vice president, technical marketing and communications, "Speed is an important factor in our fleet. [Customers] need to get more done in a short time frame, whether they are covering multiple cities in a single day within the U.S. or doing a high-speed trip to China and back."

But technological innovation is not the only key to Gulfstream's success. A responsive design process has given the company well-rounded insights into possible improvements: Since 2004, the jet maker has actively included customers in the development of new aircraft through its Advanced Technology Customer Advisory Team. This team consists of valued customer pilots, mechanics, cabin attendants, and other team members who weigh in on everything from cockpit upgrades to cabin lighting, layouts, and galleys on new aircraft.

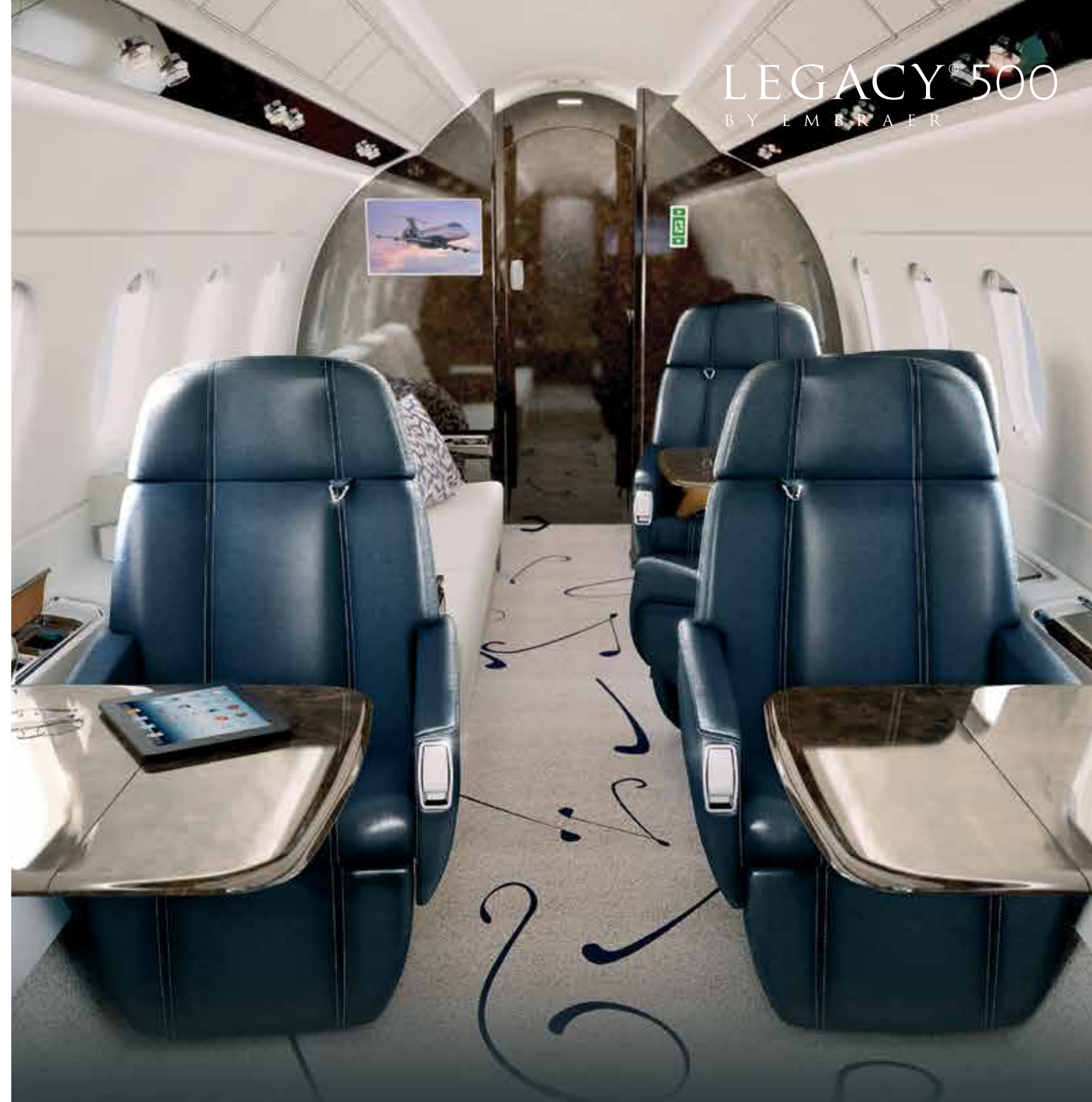
Also, the industry overall is investing in significant flight deck upgrades to minimize pilot fatigue and enhance situational awareness. Their avionics automatically prioritize information based on what the crew needs to see, and advanced sensors can provide high-definition views of the terrain ahead regardless of weather conditions or darkness. Elsewhere, engineers and aerodynamicists are developing innovative designs that reduce fuel consumption and carbon emissions, and which also can permit more passengers or cargo to fly or for the aircraft's range to increase.

Finally, because passenger comfort is key, cabins increasingly boast more natural light, seats with improved adjustability, and reduced cabin noise, thanks to advanced engine design strategies and soundproofing techniques.

RESPONSIVE CUSTOMER SERVICE

As a company grows, customer support often loses itself in the shuffle. This is as true for aircraft manufacturers as it is for carmakers and smartphone manufacturers. You have to support your products so that they're utilized to their fullest and always ready for action.

To that end, Brazilian manufacturer Embraer Executive Jets keeps its customer edge amid record growth. According to the General Aviation Manufacturers Association (GAMA), Embraer's Phenom 300 light jet has been the most delivered business jet for the past two years. Certainly, the company's roots are in the airline sector, where reliability and operating economics are essential for success. Embracing those priorities has led to the Brazilian builder's dominance



Space in a class of its own.

This is the future of midsize jets. It's the first in its class with an unbelievable 6ft tall cabin and flat floor. With its advanced fly-by-wire technology, you're guaranteed a smoother flight to enjoy the space that makes this jet experience out of this world. To contact an Embraer Executive Jets sales representative in your area, visit EmbraerExecutiveJets.com/contact-us

EMBRAER
Executive Jets



Interior luxury and long-haul capability make the Gulfstream G650 a top business jet.

GLOBAL JET

CAPITAL

in the regional airliner market and has also led to successes in the private aviation industry for well over a decade.

But another key reason that the company's products are resonating with buyers is its reputation for superior product support. Embraer recognizes that there are few events more empowering than purchasing a new business jet—and few more frustrating than an aircraft sitting on the tarmac, unavailable for mechanical reasons. The company's leadership is committed to supporting its worldwide fleet with responsive service after the customer has taken delivery. That effort is paying off. According to *Aviation International News'* magazine's annual product support survey, Embraer was recognized—along with Gulfstream—for industry-leading technical support.

When you're looking at a tremendous investment

your flight-department dollars shouldn't be managed solely in-house. Flying is simply too complex and specialized.

Global Jet Capital is meeting that need. The financing company is backed by private equity giants GSO Capital Partners (a Blackstone Company), the Carlyle Group, and AE Industrial Partners, which joined forces last fall to garner a great deal of business for Global Jet Capital.

Shawn Vick, a partner at AE Industrial and executive director and chairman of the executive committee for Global Jet Capital, says the company's goal is to be a more flexible alternative to the traditional aircraft financing offered by banks. Vick says Global Jet Capital offers "smart, nimble capital," which he says enables companies to make sound business decisions with less bureaucracy.

According to Vick, Global Jet Capital is leading a transition from the traditional credit-based model to more progressive asset-based financing, which, he says, appeals to both large corporations and ultra-high-net-worth individuals. Its lead product is an operating lease, which offers key advantages to business jet buyers such as eliminating residual value risk while keeping the asset off a company's balance sheet.

Global Jet Capital is focusing on the upper end of the market, with an eye toward financing large-cabin, long-range aircraft. Vick—who has been involved in thousands of aircraft transactions in his career—says this strategy stems from one of the key lessons learned during the 2008 economic downturn. "The upper end of the market bounced back very quickly," he says. "By 2010 and 2011, the long-range, large-cabin aircraft were back on track." By 2012, he says, the order backlogs were building and there was significant market demand for those aircraft. "So we focused on what we know," he adds.

SAVING TIME

Embraer Executive Jets president and CEO Marco Túlio Pellegrini recently announced that the manufacturer's new midsize Legacy 500 broke four speed records.

Of course, speed records were once something of a public relations gimmick, a clever way to gain attention for a new aircraft. That has changed, though. In the current competitive climate, speed records demonstrate to potential buyers that manufacturers understand the importance of performance and, more critically, time.

Whether flying across state lines or across the international dateline, time remains business leaders' most precious commodity. And until the time machine is successfully invented, the high-performance business jet remains the best ticket you can buy. ●



such as a business jet, this must be weighed with as much care as fuel efficiency, range, and passenger capacity. After all, business jets aren't minivans that can subsist on new oil and tires every few months. They require complex engine maintenance, avionics upgrades, and routine service mandated by law. So ask about technical support, yes, but also the location of regional repair and maintenance facilities—the more the better!—warranties, and crew training programs. All of these factors will affect your investment decisions.

FLEXIBLE FINANCING

In the fast-paced, highly competitive world of business aviation, innovation extends to financing as well. It has to—developing an ironclad strategy for maximizing

WHERE AVIATION AND FINANCING COME TOGETHER

Benefits of an Operating Lease

LEASING & LENDING SOLUTIONS FOR PRIVATE AIRCRAFT

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