VLJs: The Talk is now Reality. What is the European Business Model and will it work?

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Agenda

- Who is London Executive Aviation
- V L J s – the aircraft & who will use them
- Benefits and Advantages
- Market Place
- Operational Issues
Who is LEA?

- One of Largest aircraft Fleet Operators in Europe in the Executive Aircraft Market
- Operate a fleet of 18 aircraft with 70 staff
- Privately owned company
Where are We?

- London City
- London Stansted
- London Luton
- Farnborough
- Stapleford
Aircraft currently Operate

- Embraer Legacy
- Challenger 300
- Cessna Citation Excels
- Cessna Citation Bravos/IIs
- Beechcraft King Air B200
- Piper Navajo/Chieftain
- Cessna Citation Mustangs
Embraer Legacy 600
Interior of Legacy
Interior of Mustang
VLJ – Very Light Jets
Very Light Jets – on offer

- Cessna Citation Mustangs
- Embraer Phenom 100
- Adam 700
- Eclipse
- Various others – Honda, DJet,
VLJ - Why are they here?

- Turn of the Century – 2,000 AD

- Manufacturers see a market niche
  - Individual – corporates - operators

- Manufacturing Process – cost effective
  - Avionics
  - Production methods

- Security Alerts and Travel Time issues

- Market desire for cost effective alternatives to scheduled routing
Benefits to End User
same as for other categories

- **Ultimate Travel Time Saver**
  - 3-4 hours at departure airport
  - 1-2 hours at destination airport
  - Location of airport used

- **Privacy & Flexibility - awareness**
  - Your own people – your own pilots & aircraft
  - Control over departure & return – times & location

- **Security**
  - Known passengers – aircraft - Pilots
  - Same level of checks

- **Pricing**
Market Place – a new sector

- Education – End User
  - Size
  - Security
  - Safety
  - Options

- Privacy & Flexibility - awareness
  - Time saving
  - Control over departure & return

- Pricing
  - Level
  - Aircraft Utilisation
VLJ – The Issues for an Operator

- Operations - Infrastructure
- Crewing
- Maintenance
- User awareness
- Environmental
- Regulatory
- Planning and Scheduling systems
Operations

- Complexity
- Established Infrastructure
- Human Resource
Crewing

- Recruitment
- Training – cost - scheduling
- Rostering – Duty - Holidays
- Single or Two Crew?
Maintenance

- Product Support
- Easier / Quicker
- Line maintenance – infrastructure
- Planning
User Awareness

- Marketing of Aircraft
- Safety and Quality
- How to Book a private Jet
- All this needs adequate resources
Environmental Issues

- Carbon Emissions
- Aviation is seen as the Bad Boy
- The Facts
- Carbon Neutral
Regulations

- Starting from Scratch
- Safety
- Operations – Crewing - Maintenance
- Resources
Planning & Scheduling Systems

- Volume of Aircraft & Customers
- Varying destinations & Times
- Planning
- Time
- Resources
Key Issues to Success

- Aircraft Availability
- Infrastructure of Operator
- Pilot Recruitment & Training
- Engineering Support
- Market Perception and Pricing
VLJs – Very Light Jets

The way forward for the mass market provision of affordable Air Taxi