

London Executive Aviation

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