

Our journey to put Customers **First.**



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& Specialized and Amphibious Aircraft

EBACE 2011

Geneva, Switzerland

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Today's Agenda

- **Putting Customers First**
- **Announcements**

Today's Agenda

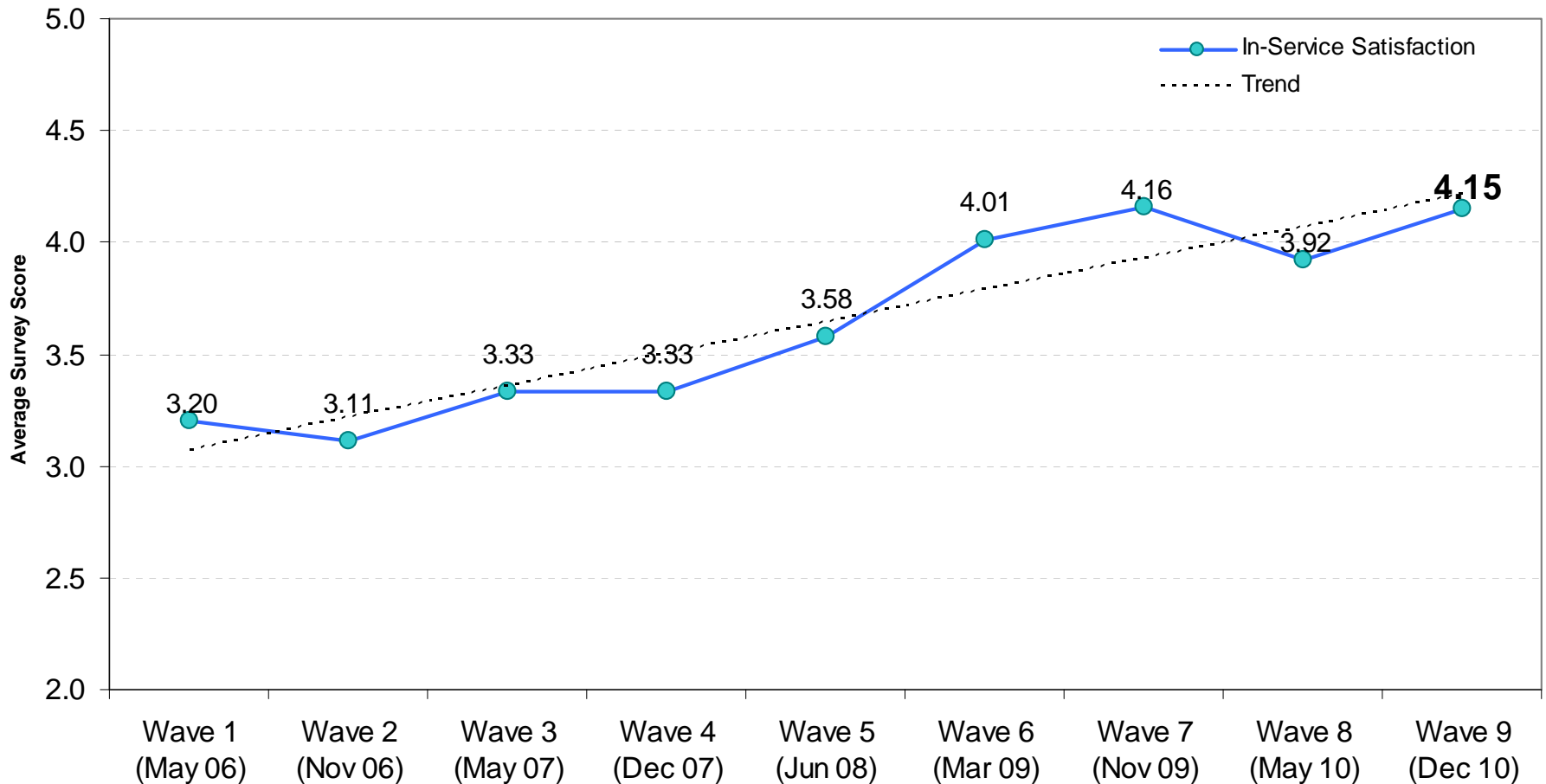
- **Putting Customers First**
- Announcements

A single **promise** defines our mission and drives our team

You. First.

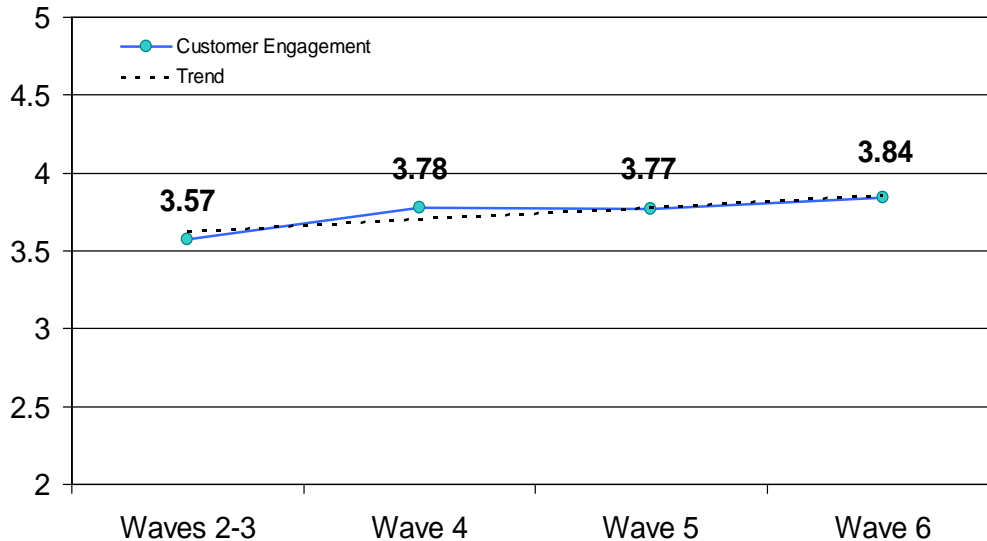
- **Wherever you go, whatever you need, we bring together the people, the passion and the performance to get the job done.**
- **We work to ensure customers remain at the forefront and provide the backing of an entire organization committed to your success.**
- **Responsive. Reliable. Ready. At Bombardier Customer Services, it's about putting our customers first.**

With a **bold strategy** in hand, we are generating greater **Customer Satisfaction for Business Aircraft**



Shared and united focus: Commercial Aircraft following trend

Commercial Aircraft: *Customer Engagement Trend*



Common Priorities: *Leveraging our cross-industry expertise*

- Operational standards, safety and improved reliability
- Supplier Management
- Parts Availability and Quality
- Worldwide support
- Customizable services for large fleets or individual aircraft

Our promise **fuels our strategy**



Quality



Responsiveness



International Deployment

Our promise fuels our strategy



Quality



Responsiveness



International Deployment

Recent **quality accomplishments** for Business Aircraft

PARTS QUALITY GUARANTEE

- Taking a stand on NFF/DOA parts
- No charges when we don't deliver quality



PARTS PRICE MATCH

- Price-matching initiative for Business Aircraft customers world wide
- Promotion on both rotatable and consumable parts
- Prices reduced on a total of 13,000 consumable parts



Our promise **fuels our strategy**



Quality



Responsiveness



International Deployment

Recent **responsiveness accomplishments** for Business Aircraft

EXPANDING MRT CAPABILITIES

- European Mobile Repair Team expanding resources by 30 per cent



PARTS EXPRESS IN DUBAI

- Service now covers Europe, Middle East, Africa and Asia



BOMBARDIER
CUSTOMER SERVICES
BUSINESS AIRCRAFT

You.

BOMBARDIER **PARTSEXPRESS**, NOW OUT OF DUBAI.

GOING FARTHER TO PUT YOU FIRST.

AT BOMBARDIER* CUSTOMER SERVICES, OUR DEDICATION TO PUTTING OUR CUSTOMERS FIRST EXTENDS AROUND THE WORLD. THAT'S WHY WE HAVE EXPANDED OUR **PARTSEXPRESS*** SERVICE TO CUSTOMERS IN THE MIDDLE EAST, AFRICA AND PARTS OF ASIA. BASED AT OUR NEW OFFICE IN DUBAI, WE NOW HAVE THE ABILITY TO MOVE PARTS AND PEOPLE FAST, TO RESOLVE AOG SITUATIONS AND GET YOU BACK IN THE AIR AGAIN. REST ASSURED THAT WHEREVER BUSINESS TAKES YOU, YOU CAN COUNT ON US TO PUT YOU FIRST.

Visit <http://customerservices.aero.bombardier.com/>
to learn more about the many ways Bombardier Customer Services puts You, First.

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Our promise **fuels our strategy**



Quality



Responsiveness



International Deployment

Recent international accomplishments for Business Aircraft

MORE PEOPLE ON THE GROUND

- Regional Support Offices (RSO) opened in Dubai, Mumbai and Hong Kong
- 18 international hires in 2010



GROWING MAINTENANCE NETWORK

- New Authorized Service Facilities: Arab Wings (Jordan), AV West (Australia)
- Bombardier-owned Amsterdam facility celebrates one year anniversary



IMPROVED PARTS AVAILABILITY

- \$180 million invested in new inventory
- New Hong Kong parts depot opened



WORLD-WIDE TRAINING

- Learjet 40/45 and Challenger 300 added in Amsterdam through ATP with CAE
- Learjet 45 (Mexico); Challenger 605 (Dubai) simulators to be added



We are *The Global Network*



		COMPETITOR #1	COMPETITOR #2
Field Service and Support Staff	187	79	40
Wholly Owned and Authorized Service Facilities	63	32	23
Parts Depots	10	3	12
Parts In-stock Worldwide	\$1.4B	\$0.5B	\$1.2B

Source: Business Aircraft Competitors:
Based on their respective websites, recently published press releases and trade press articles – April 6, 2011

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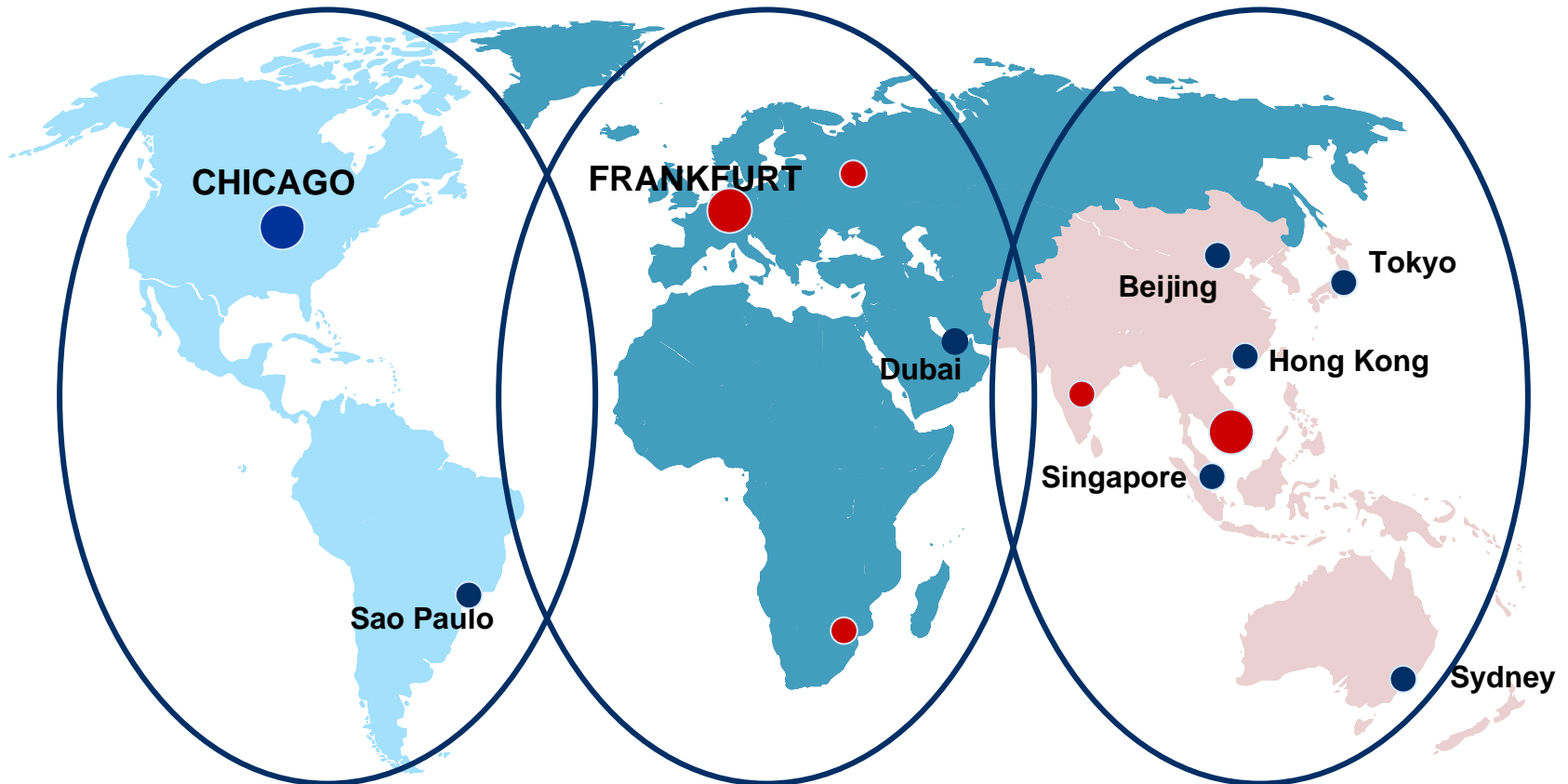
Increasing our Regional Presence: **Parts Network**



Americas

Europe, Middle East & Africa

Asia / Pacific



● Current Hub ● Current Depot ● Future Hub ● Future Depot

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Smart Services for Bombardier Business Aircraft

PROVEN

Smart Parts celebrating **25 years** and more than 1000 aircraft currently enrolled

PREDICTABLE

Improves **predictability** of maintenance **costs**

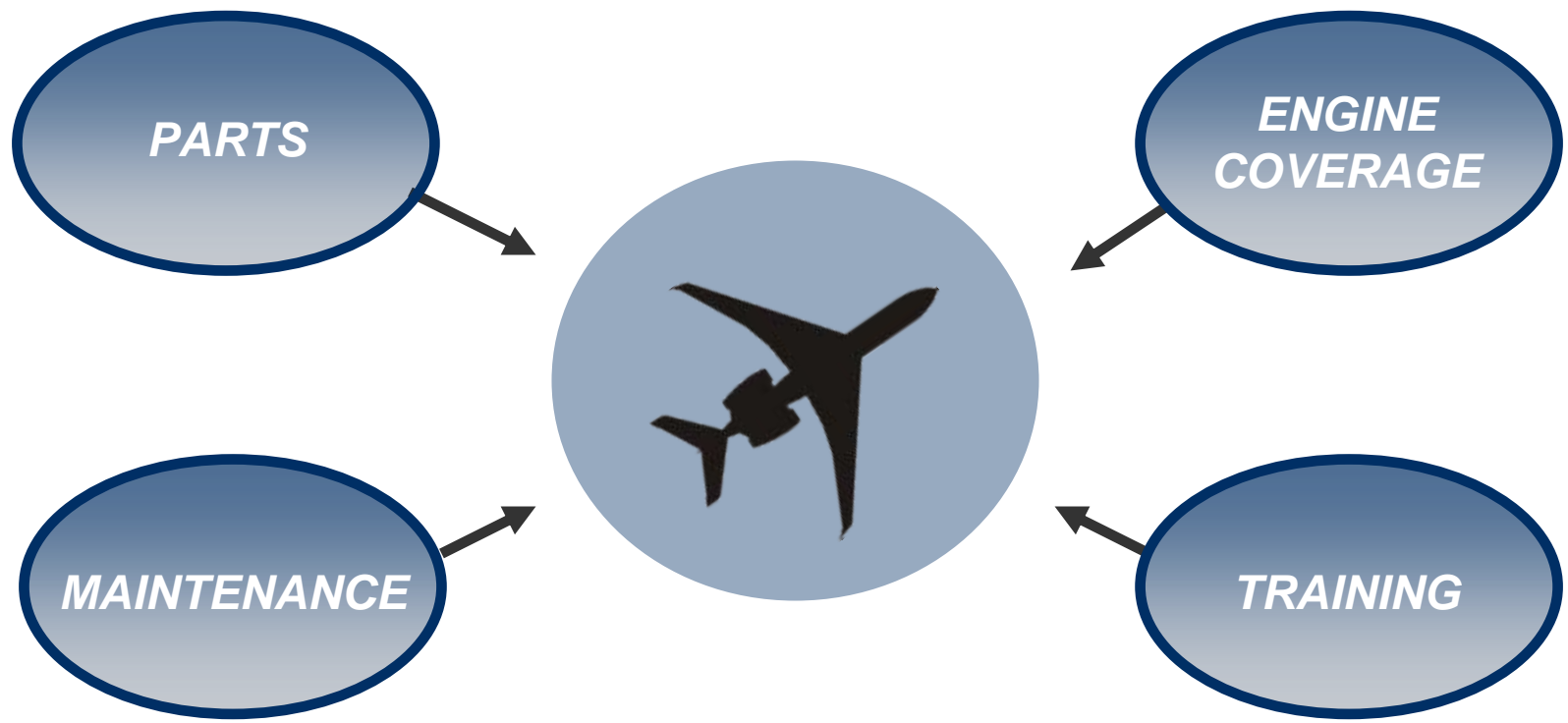
SIMPLE

Simplicity of monthly flight-hour service fees—expandable to other services

Smart Services expanding to respond to customers' needs



One aircraft or a fleet



One integrated agreement

BREAKTHROUGH DEAL

NETJETS®

Innovative and Integrated Service and Support Agreement

- Endorsement for Bombardier's Services and Support Capabilities
- Line and Heavy Aircraft Maintenance Services
 - **Around the Globe, not just in the Americas**
- Complete Parts Support
 - **Smart Parts**
 - **Complete Logistical Coverage**

Bringing the Power of Bombardier to NetJets in a comprehensive Solution – Smart Maintenance Plus

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James Hoblyn, President, Bombardier Customer Services
Chuck Suma, Senior Vice President, NetJets
Gary Martin, Vice President, Bombardier Customer Services

Thank you

<http://customerservices.aero.bombardier.com>