

EBACE 2014

## **Airbus Helicopters introduces more personalization to its Hermès designed EC135 aircraft**

Marignane, France, 20 May 2014 – Airbus Helicopters – the rotorcraft market leader in business and private aviation – is bringing a EC135 T2e l'Hélicoptère par Hermès, in new colors, to Geneva, Switzerland as part of the company's participation at the 2014 European Business Aviation Convention & Exhibition (EBACE).

At the airshow, Airbus Helicopters is showcasing opportunities for additional personalization to the original Hermès definition that was introduced in 2007, to be applied to the upgraded EC135 T3/P3 variant of the company's twin-engine EC135. Each customer will be able to define a unique helicopter to which Hermès will bring its particular materials, refinement and exceptional "savoir faire."

"This increased customization is Airbus Helicopters' response to business and private aviation customers' growing desires for personalization," said Olivier Lambert, Airbus Helicopters' Senior Vice President for Sales and Customer Relations. "It enables them to work directly with creative design teams at Hermès for such aspects as color harmonies, upholstery variants and other elements that best suit their tastes and requirements."

Airbus Helicopters' EC135 T2 at EBACE 2014 features l'Hélicoptère par Hermès interior and has a specially-designed paint scheme that further refines the rotorcraft's exterior lines – inspired by the rounded harness designed by Hermès during the company's origins as a supplier to the equestrian sector.

As part of its EBACE 2014 presence, Airbus Helicopters will underscore its role as the only rotorcraft manufacturer offering products in every category for the business and private aviation markets, from its light single- and twin-engine models (EC120, AS350, EC130, AS355, EC135 and EC145), to the mid-sized AS365, EC155 and EC175, as well as the heavy-lift EC225.

This diversity is combined with Airbus Helicopters' strategy of partnering with companies to offer high-quality cabin interiors, equipment and outfitting options.

Airbus Helicopters has maintained a one-third market share for business and private aviation during the past several years. From 2009 to 2013, this represented the sales of more than 430 rotorcraft.

For the company's EBACE 2014 participation, Airbus Helicopters will be present on the exhibit stand of its Airbus Group parent company (Booth 6613), during the May 20-22 event at Geneva's Palexpo conference center.

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## **About Airbus Helicopters**

Airbus Helicopters, formerly Eurocopter, is a division of Airbus Group, a global pioneer in aerospace and defense related services. Airbus Helicopters is the world's No. 1 helicopter manufacturer and employs more than 23,000 people worldwide. With 46 percent market share in civil and parapublic sectors, the company's fleet in service includes some 12,000 helicopters operated by more than 3,000 customers in approximately 150 countries. Airbus Helicopters' international presence is marked by its subsidiaries and participations in 21 countries, and its worldwide network of service centers, training facilities, distributors and certified agents. Airbus Helicopters' range of civil and military helicopters is the world's largest; its aircraft account for one third of the worldwide civil and parapublic fleet. The company's chief priority is to ensure the safe operation of its aircraft for the thousands of people who fly more than 3 million hours per year.

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