

## **Eurocopter's presence at ABU DHABI AIR EXPO 2012 to focus on its helicopter capabilities for business aviation and private segment**

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**Eurocopter is well-positioned to cater to an expected growth in demand for helicopters, which is a vital complement to business jets for corporate and VIP air transport. Not only does Eurocopter offer the widest range of products available in business aviation and VIP configuration, it also has “designer helicopters” specially produced in collaboration with top luxury designer brands that will offer the utmost comfort and style.**

At the Abu Dhabi Air Expo Rendez-Vous event held 6-8 mars, Eurocopter, will showcase its expertise in the business aviation and private segment and highlight the important role of helicopters as a vital complement to business jets by being the ideal “first mile, last mile” solution.

“Be it for business or leisure, few can afford to waste precious time for travel in today’s world. The flexibility offered by helicopters in take-off and landing is an extremely attractive proposition, and provides that crucial missing link in end-to-end transport solution” said Loïc Porcheron Eurocopter’s Vice President for Middle East and Africa.

Our helicopters are renowned the world over for its state-of-the-art technology and luxurious interior that is ergonomically designed to provide a well-equipped in-flight office for the ultimate comfort of business travelers.”

Having registered the sale of more than 500 helicopters in the Business Aviation and VIP market segment during the last 4 years, Eurocopter continues to be the unrivalled leader in this arena. This success is primarily due to its extensive product range in both corporate and VIP configuration - hence catering to a wide base of customers from private owners, small and medium enterprises, to multi-national corporations.

Trademark features of Eurocopter VIP-configured helicopters that have been such worldwide successes include the exceptionally spacious cabin, the large side-sliding doors for passengers’ easy access, the substantial luggage storage space loaded easily through the rear clamshell doors, the spectacular view from a generously windowed cabin, the low noise and vibration levels, as well as state-of-the-art technology that delivers outstanding performance in terms of range, speed, reliability and safety.

In addition, Eurocopter also introduced the *Stylence* family of helicopters, where aesthetics, ergonomics and advanced technology were merged to provide the ultimate flying experience. *Stylence* – a combination of *style* and *silence* – incorporates extra-thick interior insulation and special flooring to further lower the noise and vibration levels, in-flight office and telecommunications equipment, and luxurious interior with high quality leather upholstery, making the ride truly relaxing and enjoyable. The *Stylence* package is offered on five different models currently – EC120, EC130, AS350 B2/B3, AS355 NP as well as EC145.



To move with the times and recognizing an increasing demand for an even more unique travelling experience, Eurocopter has also collaborated with Hermès and Mercedes Benz, two of the world's most renowned brands in fashion and automobile respectively, to create the EC135 Hermès version (known as *L'Hélicoptère par Hermès*) and the EC145 Mercedes-Benz Style. These two highly exclusive designer helicopters have been created especially for the discerning luxury travellers today.

Eurocopter also strives to manufacture environmentally-friendly helicopters. In this way, the Group has invested a lot in the past few decades to improve helicopter's performance, sound signature and to reduce specific fuel consumption, combustion levels and greenhouse gas emission, in cooperation with engine manufacturers. Today, Eurocopter is in the forefront for several international research programmes to provide innovative "green rotary wing solutions" in the new global context where environmental regulations are becoming increasingly stringent worldwide.

### **About Eurocopter**

Established in 1992, the Franco-German-Spanish Eurocopter Group is a division of EADS, a world leader in aerospace and defense-related services. The Eurocopter Group employs approximately 20,000 people. In 2011, Eurocopter confirmed its position as the world's number one helicopter manufacturer with a turnover of 5.4 billion Euros, orders for 457 new helicopters and a 43 percent market share in the civil and parapublic sectors. Overall, the Group's helicopters account for 33 percent of the worldwide civil and parapublic fleet. Eurocopter's strong international presence is ensured by its subsidiaries and participations in 21 countries. Eurocopter's worldwide network of service centers, training facilities, distributors and certified agents supports some 2,900 customers. There are currently more than 11,300 Eurocopter helicopters in service in 149 countries. Eurocopter offers the most comprehensive civil and military helicopter range in the world and is fully committed to safety as the most important aspect of its business.

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