



A growing family is always full of exciting challenges. In the case of Embraer Executive Jets family, the exciting challenges that accompany the growth of our product family from one model to seven (in a very short amount of time!) include finding ways, times and places to

communicate with our customers in a meaningful and effective way so that we can provide timely, relevant and satisfying service and support.

This month's issue of *The Embraer Advantage* will give you some insight into the initiatives we're taking to keep up with this rapid growth in our fleet and our customer base. It includes an article about our Embraer Experience Survey and how we utilize our internal communications networks to revise and update our strategies and procedures to better serve you, too.

This edition also carries a story about Embraer's expanding presence in Europe, the Middle East and Africa and another on our efforts to increase the inventories of spare parts we maintain in remote locations to more rapidly respond to your requirements around the world, focused here in detailed information about Latin America and Asia Pacific. We're also pleased to profile a Brazilian customer, Captain José Cláudio Torresan, that will share his experience flying the Legacy 600 around the world and to profile our new Directors of Customer Support and Service in Asia Pacific and Latin America, André Luiz Vieira de Sousa and André de Castilho Silva, respectively.

Finally, there's always the challenge to provide the necessary training and interaction to stay "current" as a family of business jet operators, too. We've included a brief article on our relationship with two of the world's best training organizations, FlightSafety International and CAE in this issue and there's also a summary of upcoming events including the Embraer Executive Operators Conference (EEOC) in Brazil (August 10-11), in the USA (September 14-16), in the Middle East and Asia Pacific (October 4-5 and 7-8), respectively. As you can see we are growing and expanding the ways to interact with you, get your feedback and enhance the valuable relationships between Embraer Executive Jets Customer Support teams and our customers.

I look forward to seeing you soon.

Best regards,

Edson Carlos Mallaco  
Vice President,  
Customer Support and Services – Executive Jets

## Pursuing Excellence, from Outside to Inside: Embraer's Marketing Feedback Process



The Embraer Enterprise Excellence Program (P3E) was

launched in July 2007. The objective of P3E is to promote the use of continuous improvement philosophies and best practices throughout the company. As part of P3E, the Embraer Executive Jets Team made some significant changes to our Customer Satisfaction Survey in order to better understand customer experiences, priorities and needs.

Last April we invited our customers to participate in the new Embraer Experience Survey. This survey was designed to capture the overall satisfaction with Embraer and the detailed satisfaction with product, customer support and services using dedicated questions grouped by

owners, pilots, maintenance and administrative teams. We thank you for your responses and contributions.

This feedback has been a key element in prioritizing and driving our process improvements. The Embraer Experience Survey results have been shared with our teams and they have already started to work on the improvements. These action plans will be shared and discussed during the upcoming Embraer Executive Operators Conferences (EEOCs).



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## Embraer Customer Support and Services Presence in Europe, Middle East and Africa Regions



Embraer booth at EBACE

In 2010, you could say Embraer's Executive Jets Customer Support Team has been doing a "phenomenal" job of establishing an ongoing "legacy" of good will with operators of its family of business jets in the EMEA (Europe, Middle East and Africa) region. As the active fleet in the region has grown and Phenom 100s have joined Legacy 600s, Embraer has kept pace by expanding the content, scope and size of its presence in the region, as well.

At the EBACE 2010, Embraer promoted its full executive jet portfolio, presenting the entry level Phenom 100, the light Phenom 300, the super midsize Legacy 600 and the ultra-large Lineage 1000 in the static display, alongside a full-scale mock-up of the midsize Legacy 500. A press conference was hosted by Luis Carlos Affonso, Embraer Executive Vice President, Executive Jets. The focus was on the Company's most recent achievements in product programs, as well as developments in customer support solutions.

"EBACE was again an outstanding opportunity for us to

be face to face to our customers and demonstrate our commitment to them," said Antonio Martini, Vice President, Customer Support and Services, Europe, Middle East and Africa – Executive Jets.

During this event, Embraer announced an expansion on its authorized service center network – with the transfer of RUAG Aviation's maintenance base from the Zurich Airport to two new locations: one in Oberpfaffenhofen, near Munich, Germany, and the other in Geneva, Switzerland, both for Legacy 600.

Since 2002, when it made its debut in the region, Embraer's product family has grown substantially, adding five new members. The Phenom 100 and ultra-large Lineage 1000 entered service last year; the Phenom 300 will be added this year and the new midsize Legacy 500 and midlight Legacy 450 jets will debut in 2013 and 2014 respectively.

### EEOC Paris 2010 – Embraer Executive Operators Conference



On June 15-17, Embraer hosted its Embraer Executive Operators Conference (EEOC) 2010 for the region, in Paris, France.

This 6th edition of the EEOC gathered for first time Phenom 100 operators from the region and focused also on Embraer Legacy 600 executive jet support, with lots of success.

"One year after the first entry into service of the Phenom 100 in Europe, we were pleased to welcome our new Phenom

customers and operators to this strategic EEOC meeting in Paris and to strengthen our relationship with our Legacy 600 operators," said Antonio Martini, Vice President, Customer Support and Services, Europe, Middle East and Africa – Executive Jets. "The conference underscores Embraer's commitment to its operators in this very important region. It was an excellent opportunity for customers, operators, Embraer and the authorized service centers to network and share experiences and to exchange ideas about the operation and maintenance of the Legacy 600 and Phenom 100 in the region, which already counts over 50 Legacy operators and 18 Phenom operators".



EEOC attendees

With 13 European countries represented, plus Middle East and Africa, the conference provided lots of interaction between participants, excellent platform for networking rythmned by a much appreciated night dinner at the famous Paris cabaret 'Moulin Rouge'.

The upcoming Middle East meeting is scheduled to October 4 – 5 in Abu Dhabi. For detailed information, please send a message to Magali Courbet, the event's coordinator, email: [magali.courbet@embraer.fr](mailto:magali.courbet@embraer.fr)

## TRAINING

## Embraer Teams with Training Leaders

The growth of Embraer's family of Executive Jets offers customers a broad range of choices when it comes to performance, capabilities, optional equipment and even price. The diversity of the product line also means that the "learning curve" for those charged with flying and maintaining the impressive list of new Embraer models has certainly become more imposing, too. That's why the content and scope of Customer Training is so important. That's also why Embraer has put extensive new resources and lots of time and effort into creating training programs that are uniquely customized to each model in its product line, tailored to meet customers' specific requirements and focused on giving owners and operators of Embraer Executive Jets the insight and confidence to make their aircraft as productive as they can possibly be.



Flight Safety main building in Houston

FlightSafety  
INTERNATIONAL

Embraer has always teamed with the best Training Providers to ensure both the quality and effectiveness of its training curricula, selecting FlightSafety International to serve as the authorized training provider for its midlight Legacy 450 and midsize Legacy 500 executive jets. The partnership also extends to the super midsize Legacy 600, the large Legacy 650 and the ultra-large Lineage 1000, as well as the E-jets family of commercial jets. The two organizations have been working together on professional aviation training since 1991. "We are collaborating on the development of new training for these new models and on updates to existing courses as well as determining the timing and location for additional flight simulators, devices and equipment to best serve our customers," noted Márcio Fernandes, Embraer Director of Customer Training.

Embraer CAE Training Services (ECTS) is handling Phenom 100 and Phenom 300 training both in Dallas-Fort Worth Airport, United States and Burgess Hill, United Kingdom, where more than 300 pilots and maintenance technicians were already trained, indicated Alexandre Langeani, Program Coordinator for Executive Aircraft Customer Training. Customers have just begun to be trained in the state-of-the-art Phenom 300 Full



ECTS building in Burgess Hill, UK

EMBRAER CAE  
TRAINING SERVICES

Flight Simulator, located in Dallas, which received FAA, ANAC and EASA approvals on June 11, 2010. ECTS combines CAE's advanced simulation technology, training tools and network with Embraer's innovative methodologies to provide pilots and maintenance technicians with phase-by-phase instruction that takes place on line, in the classroom and in the simulator. "The Phenom training begins with a careful assessment of each pilot's knowledge and current experience to determine the appropriate point to enter into the training program. This allows us to tailor the training to their specific needs and make the best use of the time available," he added.

## Capt. José Cláudio Torresan: Waving the Embraer Flag Over his Heart

Capt. José Torresan isn't one to "wear his heart on his sleeve" as the old saying goes. That is, he doesn't readily show his emotions in a given situation, but he is passionate about flying and he is a very loyal and experienced Embraer Legacy customer and he notices when Embraer Customer Support personnel wear the "Embraer flag on their heart" as he will explain.

Capt. Torresan made his first flight in the Legacy in 2001 and has logged more than 4000 hours and 250 international flights in it since. It's safe to say he has a pretty well-established opinion of Embraer Executive Jet Customer Support, too and he summarizes it this way: "Included in those 4000 hours and 250 trips are over 60 hours in the South Pacific, flights from Santiago, Chile, Palau, the Solomon Islands, Fiji, back to Rangiroa and back to São Paulo with a tech stop in Easter Island. We also flew from São Paulo to Sal Cape Verde, Budapest, Novosibirsk, Beijing, Shanghai and from São Paulo to Curacao, Teterboro, Anchorage, Tokyo and back. The most recent was a trip to the FIFA World Cup in South Africa. We flew from Recife to San Tome and Principe, Cape Town, Port Elizabeth, East London and Johannesburg.

"The reason for telling about this flight is to highlight the great plane and the great support Embraer provides everywhere. We can go anywhere and we are very comfortable about the support. The Legacy is very reliable and we have 100% dispatchability."

Capt. Torresan was the actually the first pilot interviewed

for the inaugural edition of *The Embraer Advantage* in 2006. He recalls now that, "I remember the great challenge Embraer had nine years ago regarding the Legacy entry into service and I flew the first one. Some competitors criticized



Captain Torresan in flight

our product because it was coming from the commercial aviation heritage but I disagreed; the product maturity based on almost a thousand aircraft of that type flying in the world and the worldwide customer support meant we had a differentiated product with a high level of dispatch and availability. Another important factor was our support staff. They were proactive and willing to solve problems, go above and beyond and do the work out of a sense of 'heart,' no

matter if it is a holiday or weekend. That is the same today. An obvious example that comes to my mind is Lilian Regina Barbosa Pereira from the EEC contracts administration. She is outstanding. She helps the customer—regardless of what it's about: accounting, operations, the service center. She has the Embraer flag on her heart!"

Capt. Torresan sites other examples from his years of experience including making in flight calls to Embraer Customer Support when he faced challenges on extended trips where spare parts were issues. "On one occasion, when I landed, I was surprised to learn that the customer support technical representative was already flying from Brazil to New York with the parts in hand and the airplane was fixed and we flew on schedule to Seattle. On another flight, I called enroute and told Embraer about a FADEC (Full Authority Digital Electronic Control) problem and the mechanics were waiting for me when I landed after four hours with the parts in London."

He is a firm believer in the Embraer Executive Care (EEC) program. "I believe it helps Embraer and the customer focus on what quality and service center changes because you're not worried about price—it's already paid. It makes it easier to establish true operating costs and there are no surprises when it comes to extra expenditures during inspections. That's a major consideration during times of world financial crises like this past year," he pointed out.

## ACHIEVEMENTS

### Stocks are Up! Embraer Expands Parts and Logistics Support - Know more about Asia Pacific and Latin America -

On Wall Street, when stocks go up, it means value is being added. The same can be said for Embraer's Executive Jet Customer Support. Embraer is increasing its global inventory of parts to ensure rapid response to its executive jet customers no matter where they fly. Specifically, the company has invested significant resources throughout its network, especially in both the Asia Pacific and Latin America regions where the Embraer fleets continue to grow impressively.



Stocks

Beginning in 2010, all parts and logistics support for Executive Jets in the Asia Pacific region will be managed from Embraer's Regional Distribution Center in Singapore. "We are taking very specific steps to accommodate the many new executive jet customers and existing ones that we have

in the region," said André Luis Viera de Sousa, who was recently named Director of Customer Support and Services for Executive Jets in the Asia Pacific Region.

Embraer has invested more than US\$115 million in its spare parts stocks worldwide. More than US\$9 million has gone into the Regional Distribution Center in Singapore to provide round-the-clock spare parts, maintenance, repair and inventory services. This is an initial investment, it will continue to grow. "We've expanded the storage facility to accommodate Executive Jet spares that were previously held in Paris and we increased the existing office space to accommodate the Materials Support team that we have now centralized in the facility. We've also invested to stock our authorized to more effectively stock our authorized service centers in Australia, ExecJet and Indamer Company Pvt. Ltd. in India. These factors are part of our commitment to sharpen our performance, lower turnaround times for replacement parts and provide the best service available to our Asia Pacific customers," he added.

In Latin America, where the number of customers increases daily, the company has also increased its investment in spare parts inventory to \$23 million and opened last year a service center at its headquarters in São José dos Campos,

dedicated exclusively to executive jets to offer a new support and services option, especially for customers in this region.



André de Castilho

André de Castilho Silva was recently given responsibility for Latin America Customer Support and Services. He returned to Brazil after 5 years in Singapore looking after the Customer and Services for the Executive and Commercial Aviation Markets. He is well suited to his new role. An eleven-year employee of Embraer, he is a native of São José dos Campos who is pleased to be returning to his "hometown" company after spending those years a long way from home! He obtained his technical education at ETEP (Escola Técnica Professor Everardo Passos) and studied Engineering at UNIVAP (Universidade do Vale do Paraíba), both in São José dos Campos. He honed his managerial and customer support skills during his years in Asia Pacific and has brought that experience back to Brazil with him. "There is already a considerably larger fleet of executive jets that will be served by the new service facility here and that number will grow dramatically as the new Legacy models enter into service over the next couple of years. We must remain aggressive to stay up with the demand for service and support," he noted.

## In Grand Style



Text by: Nicolás Morell  
Photos by: Rossevelt Cássio

Embraer opened the gates of its Gavião Peixoto plant, in outstate São Paulo, for the launch of the BMW 5 Series in Brazil.

The 51 journalists invited to the event – most of whom connected with the automotive sector – tested the advanced technologies of the German automaker, an icon of luxury and sophistication. They were also brought up to date on Embraer, especially the company's executive jets area, since two of its jets were on display: Legacy 600 and Phenom 100.

The Gavião Peixoto plant was chosen for the event by the two companies, because it is the factory where the entry level Phenom 100 and light Phenom 300 executive jets go through final assembly, which are produced by Embraer and whose interior was designed in a partnership with BMW Group DesignworksUSA.

## Inside the Customer Support Team

If you ask André Luis Vieira de Sousa where he'd like to be, and at what time, he'll probably answer, "at the beach, at sunset." He views it as a good place to de-compress after a busy day and to develop ideas and ways to accomplish future goals. It's also a pretty good answer when your newest professional assignment includes the largest ocean in the world! Since May, André has been Director of Customer Support and Services—Executive Jets for Asia Pacific, based in Singapore. He heads a team that is, in his words, "dedicated to support and serve Embraer's growing list of Asia Pacific based executive jet customers through effective and value-added solutions, building strong and close relationships, and aimed at growing both their loyalty and Embraer's profitability" in the region.



Since replacing André de Castilho Silva, who assumed the role of Director of Customer Support for Latin America, André Sousa has been working hard at demonstrating Embraer's "strong customer care attitude" to the Embraer Executive Jet customer base that has already seen significant growth since he first arrived in the region three years ago as Manager of Training Service. That assignment helped him get to know both the customers and his Embraer colleagues since he was responsible for developing the business plan, setting up and operating the first Embraer International Customer Training Center. "I had the opportunity to identify and develop strategic alliances with a variety of companies to support our company operation and expand its business base and, in

that training role, I was also part of the team that defined and implemented the process, policies and strategies we used for improving customer satisfaction throughout the Asia Pacific region. It was a position that really helped prepare me for my current post," he noted.

A native of São José do Campos, André Sousa holds an undergraduate degree in Civil Engineering from the University of São Paulo State - UNESP in Guaratinguetá and an advanced degree in Project Management from the University of São Paulo - USP. He joined Embraer in 2000, working as a Planning and Control Analyst in the company's defense market segment before moving to the Commercial Jets

Training department in 2005 as contract administrator and later on as Business Development Coordinator, where he was responsible to support the creation of the strategy and network for E-Jets training. From there he moved to Singapore in 2007.

In his new role, besides overseeing Customer Support for Embraer's growing family of executive jets in the region, his responsibilities include managing the region's Customer Support organization, field support, warranty administration, and oversight of Asia Pacific's authorized service center network, as well as developing sales of special programs. Still, he does his best to find time for his other interests, too-- participating in triathlons, mountain biking, capoeira and surfing—activities that keep him physically and mentally sharp and, coincidentally, don't lead too far from the beach, either.

## Sixth Intel Mini-conference Helps Make Company Slogan Reality

Embraer and Intel, Inc. were together in a two-day mini-conference in May to review their flight operations with Embraer Executive Jets Customer Support and Aerodynamics, Inc. in Sacramento, California. It was the sixth year in a row that Intel, which operates a fleet of six Legacy Shuttle aircraft to connect its sites on the West Coast of the United States, collaborated with ADI to engage in discussions on the maintenance, reliability and parts support of the Intel fleet. ADI not only manages Intel's flight operations, they are also responsible for its fleet maintenance, as well.

According to Ms. Irma G. Garcia, Intel's newly appointed Aviation Director, the sessions were "time well spent. The information and data that Embraer shared with us and with the ADI team were excellent and very helpful. I am sure that, with your support, we will continue to improve reliability and not only reach, but exceed our goals for the program. This session demonstrated how we can put Intel's slogan into practice—working together we CAN make a better tomorrow for Intel," she said.

## Upcoming Events

- EEOC – USA  
Embraer Executive Operators Conference  
Sep 14 -16  
Palm Beach - Florida
- Jet Expo  
Sep 15 -17  
Moscow – Russia
- EEOC – Middle East  
Oct 4 -5  
Abu Dhabi - UAE
- EEOC – Asia Pacific  
Oct 7 - 8  
Singapore – AP
- NBAA  
Oct 19 – 21  
Atlanta – Georgia
- Zhuhai  
Nov 16 -21  
China
- MEBA – Dubai Air Show  
Dec 07 – 09  
Dubai - UAE

To learn more about Embraer Executive Jets participation in air shows and events, please visit:

[www.EmbraerExecutiveJets.com](http://www.EmbraerExecutiveJets.com)

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