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[ inside ]

**04** Dinesh Keskar speaks on Boeing 787 Dreamliner



**06** Interview With **Paolo César de Souza e Silva**, President, Commercial Aviation, Embraer

**08** Interview with **Xavier Hay**, Chief Executive Officer, Eurocopter India

**10** **Peter Gutsmedl** Cassidian's first India CEO

**14** **Bombardier's** impressive display at the show

**14** **Dassault Falcon 7X** Picture of elegance and best value for money



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Printed at Kala Jyoti Process Pvt Ltd., Hyderabad

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## Aviation Challenges Will Be Overcome: Ajit Singh



CIVIL AVIATION MINISTER AJIT SINGH MAKING THE INAUGURAL ADDRESS ON INDIA AVIATION 2012. NASIM ZAIDI ON THE LEFT.

BY R. CHANDRAKANTH

**W**ith dark clouds still looming large on the aviation sector, India Aviation 2012 got off to a steady start at the Begumpet airport in Hyderabad. Setting the tone for a 'bright future' in the long term, the Civil Aviation Minister, Ajit Singh said that the growing interest in the flagship aviation event was a reflection that India was fast becoming an aviation hub.

Inaugurating India Aviation 2012, Singh said, "The skies are not expected to clear any time soon and 2012 could prove to be equally challenging." The global economy faced rough weather in 2011 with rising fuel costs, European debt crisis, etc. European airlines are going to be hit the hardest in 2012 and Asia-Pacific (APAC), specifically Indian and Chinese markets, would provide the boost. APAC would account for two-third of the profit forecast for 2012.

**CENTRE OF GRAVITY – MOVING EAST.** Singh pointed out that the aviation centre of gravity was moving eastward. By 2015, Asia-Pacific region would account for 37 per cent of the passenger traffic, while traffic associated with Europe and North America will fall to 29 per cent. The global aircraft fleet would double by 2030 and APAC would account for about a third of all new aircraft deliveries.

**INDIAN STORY.** India, he said, was uniquely placed to offer enormous opportunities and potential for aviation companies worldwide to collaborate and expand their presence in the region. In the last decade, India has made tremendous strides in aviation with traffic carried by domestic airlines growing nearly six-fold from 13 million to around 60 million in 2011.

The domestic passenger growth market is expected to grow at the rate of 9 to 10 per cent in the coming years. By 2020, India would be among the top three markets with about 420 million passengers as against 140 million in 2010. Indian airspace will see nearly 3.2 million aircraft movements including over-flying, etc.

*Continued on page 2*



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- INTERVIEW: V.P. AGRAWAL, CHAIRMAN, AAI
- ONE-TO-ONE: FILIPPO BAGNATO, CEO, ATR
- HONEYWELL AND CIVIL AVIATION SAFETY
- REGIONAL AVIATION
- LIMITING EMISSIONS

Continued from page 1

**GOVERNMENT INITIATIVES.** The government, he stated, was committed for the development of the sector and was introducing several policies and regulations to encourage private sector participation and investments. "Our government has been expressing itself forcefully in the infrastructure area both on the ground and in the air. The lack of infrastructure with adequate capacity at airport and ATM as against increasing growth can act as constraints for expansion. A large number of Greenfield and modernisation projects in airport sector are under development on public-private-partnership model across the country to develop facilities conforming to international standards and operational performance."

The T3 terminal at Delhi had put India on the world aviation map and it has been ranked 2nd in the 25-40 million passengers per annum category by the Airports Council International for 2011. The government was allowing 100 per cent foreign direct investment (FDI) in Greenfield airports under the automatic route. "An appropriate economic regulatory framework for future airport is also being worked out to attract investment and ensure their viability."

**AIR CARGO PROMOTION POLICY.** The cargo handled at Indian airports witnessed a CAGR of 10.9 per cent in the last five years, with international cargo accounting for two-thirds. The Civil Aviation Ministry is formulating an Air Cargo Promotion policy which will be discussed with the industry.

The Airports Authority of India is gearing up to meet the challenges of rapid growth in aircraft movements. The Future Indian Navigation System Master Plan includes significant investment in modernisation of communication navigation surveillance, air traffic managements and meteorological equipment, enhancing manpower and training infrastructure and harmonisation with global initiatives and regional air navigation plans.

**MRO OPPORTUNITY.** With continuing growth in the sector, India offers long-term prospects for MRO business, though presently it is in nascent stage. India's engineering workforce, R&D expertise and its strategic location make it a potential global hub for both manufacturing and MRO. An MRO facility in partnership with Malaysian Aerospace Engineering, a subsidiary of Malaysian Airlines System, has been set up at the Rajiv Gandhi International Airport at Hyderabad and Air India along with Boeing was setting up in Nagpur. Air India will also set up an MRO subsidiary soon. Airbus is also expected to make investment in MRO.

The opening up of Indian aerospace manufacturing to the private sector, he said, had led to significant investments by manufacturers of high-tech precision products to serve the aeronautical requirements of the industry. Exports of aerospace products, particularly components, from India have seen dramatic growth in the past couple of years. Tata Group's joint venture with AgustaWestland for assembling helicopters at a Greenfield facility in Hyderabad and Mahindra Aerospace's acquisition of Aerostaff Australia and Gippsland Aeronautics are recent landmark deals. "Our Ministry is working upon a framework to modernise regulatory work for aerospace sector including its promotion. Bilateral Aviation Safety Agreement (BASA) with FAA, USA will boost export of aeronautic products."



**AVIATION UNIVERSITY.** To bridge the shortage of skilled personnel in aviation sector, the government proposed to set up a full-fledged aviation university which would enhance the supply of trained pilots and other skilled personnel. "We are keen to set up world class training and education infrastructure in the country. Several such initiatives are underway and include efforts by CAE Canada, CAPA, etc. The CAE Global Flying Training Institute at Gondia and CAE Simulator Training facilities at Bangalore are excellent examples of such endeavours."

**CHALLENGES TO BE OVERCOME.** The current decade posed several challenges, Singh said and added, "We will handle these challenges by cooperation with the entire aviation sector. The civil aviation sector in India will see emergence of several new institutions and robust regulatory framework to address growing challenges of safety, capacity in infrastructure, efficiency, viability of the sector and providing skilled human resources including education and R&D."

The Union Minister for Petroleum and Natural Gas, Jaipal Reddy said as the aviation sector offered tremendous opportunity, the sector needed special attention. The needs of the burgeoning middle class had to be addressed. The Andhra Pradesh Chief Minister, Kiran Kumar Reddy, mentioned how privatisation of various sectors had opened up the economy and benefited larger sections of the people. The airline sector has to work towards making air tickets cheaper as to facilitate increased air travel. Ambassador Peter Burleigh, Charge d'Affaires, US Mission in India, said "we are optimistic about the Indian economy and we want to be part of the ongoing expansion." The US is keen on cooperating in various fields such aviation safety, technology upgradation, training etc.

Elisabeth Dall, Head of International Cooperation, DGAC, France, talked about the dynamic co-operation between the two countries in various sectors and highlighted the offerings from France in the areas of air safety, air navigation, airport infrastructure, etc. "We all believe in the future of the Indian aviation market."

Dr Dinesh Keskar, Chairman, FICCI Civil Aviation Committee and President, Boeing India, in his welcome address welcomed the decisions of the government in allowing foreign direct investment; direct import of aviation turbine fuel, etc.

On the occasion the Ministry of Communications released commemorative postage stamps and coins of centenary celebrations of civil aviation in India. The Civil Aviation Minister also released a coffee table book. The Secretary, Civil Aviation, Dr Nasim Zaidi, thanked the Andhra Pradesh government for leading in reducing duties on ATF to four per cent. •

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Printed at Kala Jyothi Process Pvt Ltd., Hyderabad

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# Agreed we are late but we will deliver what we have promised: Boeing on Dreamliner

BY SUCHETA DAS MOHAPATRA

**H**igh fuel prices, lower load factors and adverse exchange rates have been the reasons for the airlines losses. Airlines should raise their fares by 15 per cent to survive," said Dinesh Keskar, President, Boeing India. "The challenges are there in the airline industry but the air traffic is growing at a rapid rate in India despite problems like fuel price and capacity. There were more than 60 million passengers in 2011 and we are expecting it to reach up to 69 million in 2012." Keskar said this while addressing a press conference on the inaugural day of India Aviation 2012, and added that the market had gone down in 1998 too, but we had recovered and we will recover this time too. "The US is not doing that great and the market is becoming bigger in Asia-Pacific."

The long awaited Boeing 787 Dreamliner arrived at Hyderabad via Delhi on March 13 and can be seen on static display at the show in Air India's red, white and orange colours. And if Boeing is to be believed, the Dreamliner would be in the Air India's kitty in the next quarter of this year. Boeing will complete delivery in the next five years. The Dreamliner powered with Rolls-Royce engine had received the FAA certification last year, and at present FAA is reviewing the Air India 787s which are powered with GE engines. "The certification will come soon," said Keskar.

On being asked about the compensation package Boeing would be paying to Air India for the delay in delivery of the Dreamliners, Keskar said that it is between Boeing and Air India and cannot be disclosed. "We agree we are late, but we know we will deliver what we have promised."



Speaking further about the Dreamliner, he said that the Boeing 787 Dreamliner is the first airplane to provide both long distance capabilities with mid-size capacity. "The airplane offers unparalleled operating economics, fuel efficiency and passenger comfort. More than 800 787s have been ordered by 60 customers across the world. The aircraft is made with composite material and not aluminum and hence help us provide higher humidity, saving passengers from fatigue during long flights."

The 787s will burn 20 per cent less fuel and have lower airframe maintenance costs, larger cabin space, more head rooms, better lighting, reduced cabin noise, etc. Pilots flying the 777 will need only five days of training to fly the 787 and Boeing will be providing them training at Singapore, Seattle and Gatwick.

The Boeing India President said that Air India has both the options of EXIM financing and sale lease back options to get the Dreamliners in case of paucity of funds. "It is your desire whether you rent or purchase a house. We believe the government is working towards it."

Updating about the maintenance repair and overhaul (MRO) centre in Nagpur, Keskar said that construction work is on since January last year and 1,700 people are working on it now. "We will finish the work by November this year, ahead of schedule."

Boeing at present has a backlog of 100 aircraft in India, including 10 787s for Jet Airways, 27 787s for Air India, 30 737s for Spice Jet, 43 for Jet Airways and three from Air India. The company at present has 870 orders from 59 customers across the world and according to Keskar, Boeing is jam-packed with work and if any customer places orders now, it would take them at least seven to eight years to deliver the product. •

# Government will not and cannot bail out any private airline: Civil Aviation Minister

BY R. CHANDRAKANTH

**T**he Civil Aviation Minister Ajit Singh today categorically ruled out bailing out any private airline stating that it was a 'free enterprise' and that the airline companies had to rework their business models accordingly.

Replying to a question on the future of Kingfisher Airlines at a press conference, the Minister said, "It is private business. We do not want any airline or any business to close down. We will not ask any bank to lend money. However, we are not saying it cannot be closed. All that we are saying is that they should follow all the rules and regulations, adhere to schedules, have proper financials, etc. The DGCA will not make any compromise on safety."

## AIR INDIA BAIL OUT

As regards the bail out package for Air India, the Minister said, "Air India is a government concern. We will bail it out from the public exchequer but not permanently. Air India should work on its cost

structure and improve operational efficiency."

The restructuring package for Air India, he announced, would be placed before the Cabinet in the coming week. Some of the highpoints of the package includes converting short term loans to long term loans; government to guarantee interest payments; infusion of ₹6,500 crore equity. All these decisions would be taken in the coming fortnight.



## DREAMLINER PURCHASE

On the delayed deliveries of Boeing Dreamliner, he said that Air India was negotiating with Boeing on the compensation. However, he expected the delivery of the first Dreamliner next month. "We are in the process of taking delivery." The first Dreamliner was to be delivered in 2008 and due to the prolonged delay, operations of Air India had been adversely affected.

To a question on Air India losing money on international routes, Singh said with the induction of Dreamliners which were fuel efficient and high capacity aircraft, Air India could effect a turnaround on the routes. •





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# 'I am confident that we will see E-Jets flying within India before very long'

INTERVIEW WITH PAOLO CÉSAR DE SOUZA E SILVA  
PRESIDENT, COMMERCIAL AVIATION, EMBRAER



EMBRAER E-JETS

**SP's ShowNews:** Indian commercial aviation continues to experience upheaval and a number of "fixes" have recently been proposed or approved to stabilise the situation including the easing of foreign ownership rules, allowance for importing fuel and perhaps even subsidising regional air service to encourage route dispersal. What do you make of such developments?

**Paolo Cesar de Souza e Silva (Silva):** The process of airline industry liberalisation has always been Darwinian. In more developed markets such as North America and Europe, stability has taken several decades to achieve. Industry consolidation occurs over the course of several business cycles, not just one or two. We have seen this most recently in other emerging markets such as Brazil and Mexico—both of which offer strong demographic and geographic similarities to the Indian market—and where the marketplace is rewarding innovation, and as a result, more people are flying for the very first time than ever before.

**SP's:** What can India learn from experiences in Brazil and Mexico?

**Silva:** Passengers want safe, reliable air transport that connects them to all the places they want to go, not just between metro markets. New nonstop flights from Tier-II and Tier-III cities consistently show the highest rates of traffic growth because they have traditionally been so poorly served. E-Jets are at the forefront of this development in both countries—at Aeromexico and Azul and TRIP (in Brazil) respectively; each has stimulated local passenger demand beyond anybody's expectations.

**SP's:** Azul and TRIP are both LCCs, and today, LCCs account for 70 plus per cent of the Indian domestic market. How do you see this changing, if at all?

**Silva:** LCCs are hard-wired for growth, trying to achieve economies of scale very quickly and almost always focusing on cost per seat rather than cost per trip. The problem is that they often have to buy market share because their aircraft are too large for all but the most heavily travelled routes. This is why we have seen so many LCCs change their business models as they mature. JetBlue in the US, Virgin Australia, and Niki in Europe now all use E-Jets to right-size schedules on many of their core routes. This is what I

expect to also happen in the Indian market.

**SP's:** But domestic traffic is forecast to grow at 12 per cent annually. Won't larger capacity aircraft be needed sooner rather than later?

**Silva:** This is a fallacy. In India, the demand for air service is growing much faster in Tier-II and Tier-III cities and we do not anticipate this trend changing anytime soon. There are dozens of routes which today could justify first-ever nonstop flights with a 100-seat jet but where demand is not sufficient for a narrow body such as Ahmedabad—Nagpur or Hyderabad—Trivandrum. In fact, small jets are a much more efficient way to develop new markets like these. We agree completely that the demand for air service is growing faster in India than in all but a few of the world's markets. Despite this outlook, our analysis shows that the number of routes being served nonstop has remained virtually unchanged since 2007, and so there is a disconnect somewhere.

**SP's:** Can you elaborate?

**Silva:** Basically, the supply and demand metrics are misaligned. The Indian airline fleet is already very highly concentrated on 120 plus seat narrow bodies—which will only grow more extreme if all outstanding B737 and A320 orders are actually delivered. This one segment could account for more than 80 per cent of all capacity by 2020. What this tells me is that India today lacks a robust regional aviation sector to cater to the dozens—perhaps hundreds of smaller cities which will demand more nonstop carrier and destination choices in the years ahead. And by regional aviation, I mean aircraft with fewer than 120 seats can serve routes from 400 to 2,000 miles comfortably.

**SP's:** Why are there not more dedicated regional airlines in India?

**Silva:** There are a variety of reasons, of course. The government's historical two-airline policy and the subsequent first wave of consolidation come immediately to mind. But the market ultimately hates a vacuum and there is no shortage of either entrepreneurs or airline business plans in India today. I am confident that we will see E-Jets flying within India before very long. •





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## 'In India service is key and we ensure customer satisfaction'

INTERVIEW WITH XAVIER HAY  
CHIEF EXECUTIVE OFFICER, EUROCOPTER INDIA

**SP's ShowNews (SP's):** How do you view the potential of the Indian market?

**Xavier Hay (Hay):** India's growth potential is obvious. As a part of the BRIC nations, India is the key. Latin American and European markets have already matured and hence expansion and hopes for resizing and redoubling will come from new segments like India, which is a strategic country. Thanks to its geography and environment, India will need a large number of helicopters. We have a long history of partnership with India including with HAL and Pawan Hans. India has great engineering capability not only for maintenance repair and overhaul (MRO), but also for global processing for all needs.

**SP's:** Can you elaborate on your MRO services in India?

**Hay:** We have three MRO facilities in the country: in Mumbai in partnership with Pawan Hans, Delhi in partnership with Indocopter and Bangalore in partnership with Deccan. We are looking at increasing our proximity with our customers by opening maintenance centres across the country, which would include proper service and training.

**SP's:** What do you think is your edge over your competitors and has been the key to your success in India?

**Hay:** In India service is key, and we ensure

customer satisfaction. Our customers know the quality of our products. Besides the opening of a subsidiary in the country has also helped us grow our business in India.

**SP's:** What are the challenges that you are facing in India and what is your vision for the future?

**Hay:** Challenges is basically on regulatory issues, but we have good hopes and our vision is to be number one in a few years time. There are certain areas like helicopter emergency medical services (HEMS), where India is yet to begin. Though India has emerged as a hub for medical tourism, technology and medical expertise would have no value in the absence of HEMS services.

**SP's:** Can you briefly tell us about your forthcoming partnerships in India?

**Hay:** We are in talks with almost all big companies in the country but there is nothing concrete now. We want to strengthen our existing partnerships with HAL, Pawan Hans, Mahindra, etc. We are concentrating on strengthening our footprint in India, and at present we are consolidating our new office in Mumbai. •

—SUCHETA DAS MOHAPATRA



## Eurocopter eyeing new market segments in India

BY SUCHETA DAS MOHAPATRA

**E**urocopter India is laying the foundation to develop new market segments, such as aerial and utility work as well as emergency medical services (EMS) in India," said Xavier Hay, Chief Executive officer, Eurocopter India. Addressing a press conference on the eve of India Aviation, the new CEO of Eurocopter gave an account of their success story in India in 2011 and hinted that Hyderabad may become a future hub for aviation.

On-time deliveries, proximity services and development of new market segments have brought success to the company in the country, stated the officials. In 2011, of the 14 turbine helicopters registered with the Directorate General of Civil Aviation, Eurocopter delivered nine. The company also delivered the tenth and final AS365 N3 Dauphin to Pawan Hans, which now has a total of 35 Dauphin helicopters. Further, the Madhya Pradesh Government

has also received an EC155, which is an advanced version of the Dauphin.

Hay informed that the company which is doing well in the VIP segment is looking at India for the sale of its EC145 Mercedes Benz and is getting good response in the country though no deal has been made yet. Besides its MRO centres in Bangalore, Mumbai and Delhi; he said that the company is looking at developing MRO network throughout the country. "The company wants to maximise proximity with its customers through the MRO centres." But on being asked about plans for starting an assembly unit in the country, Hay said that at present it has not been envisaged and they have to study the opportunities first. "We have to first consolidate our footprints," he added.

At India Aviation, Eurocopter is displaying its Ecureuil and Dauphin family of helicopters including AS350 B3e, EC130 T2 and AS365 N3+Dauphin. Also on static display is a corporate version of the EC135 and the AS350 B3. •





# International traffic routes to be opened up

BY R. CHANDRAKANTH

**T**he Minister for Civil Aviation, Ajit Singh today announced that private airlines would soon get traffic rights to operate on international routes. The plan is to add about 500 to 600 new flights during the year to Europe, Asia and Africa. "We want to have more flights to various destinations."

The government, he said, understood that aviation sector was vital for the economy and was initiating a slew of measures to prop up the industry. The initiatives set in motion included – allowing FDI; direct import of aviation turbine fuel; and traffic rights to private airlines under bilateral. Presently, only 30 per cent of the bilateral agreements were being used and by opening up to the private sector, there would be more international flights. International routes, he said, were profitable and this would 'destress' the industry a bit.

Singh said the aviation sector was under stress due to high operational costs, mainly due to prices of aviation turbine fuel. Internationally, ATF accounted for 20 to 25 per cent of the airlines operational costs, while in India it was over 40 per cent. High taxes imposed by the States was one of the reasons, hence the government had decided to allow direct import of ATF. "The airlines have to negotiate with the oil companies on the pricing." •

# Piper names dealer for India

**A**ircraft Search & Aviation Professionals is the latest addition to the growing international network of Piper Aircraft dealers. The Aircraft Sales vertical of ASAP will hereby be known as Piper India. Piper and Piper India made the joint announcement at India Aviation 2012. Piper India has a strategic alliance with Saraya Aviation Pvt. Ltd, at IGI Domestic Airport in Delhi, for maintenance and servicing of Piper aircraft in the country.

"With India's economic growth, a more affluent middle class, and increasing travel opportunities at emergent cities underserved by public transportation, the efficient and reliable business airplanes made by Piper will provide better access for small and independent business leaders," said Squadron Leader Ashish Bhushan and Sudeep Narula, principals of Piper India and co-founders of Aircraft Search and Aviation Professionals (ASAP), the well-known air services company in New Delhi. "The Piper Meridian's ability to operate effectively on unpaved runways is particularly attractive here."

"Squadron Leader Ashish Bhushan and Sudeep Narula are proven leaders in corporate aviation and air charter services throughout India, and Piper's customers in the country will be well served by their aviation knowledge, business acumen and reputation," said Drew McEwen, Piper head of Global Sales and Business Development.

"Their appointment in India also demonstrates Piper's commitment to expanding our global presence and focus on the BRIC countries of Brazil, Russia, India and China with their excellent rates of economic growth," he added. McEwen also pointed out that India's economic growth has created a demand for pilots and that Piper's training aircraft can fulfill that role. •



—SP'S CORRESPONDENT



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# 'The prospect for continued growth in Asia-Pacific is tremendous and CFM is proud to be a part of that growth'

INTERVIEW WITH JEAN-PAUL EBANGA, PRESIDENT, CFM INTERNATIONAL

**SP's ShowNews:** Who are the prospective customers for the Leap-X engine and the types of aircraft the new engine is expected to power?

**Jean Paul Ebanga (Ebanga):** The market for the LEAP engine family is future replacements of single-aisle aircraft, such as the Airbus A320 and Boeing 737 families. The LEAP-1A is offered as an option on the Airbus A320neo scheduled for commercial service in 2016 and CFM has garnered approximately 51 per cent of the new airplane orders announced to date. The LEAP-1B is the sole power plant for the Boeing 737 MAX family scheduled to enter commercial service in the 2017 time frame and Boeing has announced orders and commitments for just over 1,000 new aircraft. The LEAP-1C is the sole Western power plant for the COMAC C919 airplane and will enter service in 2016. Till date, COMAC has received orders for 235 airplanes.

**SP's:** What steps are envisaged by CFM International beyond the Leap-X to cope with the formidable challenges on account of the progressively increasing environmental concerns the world over?

**Ebanga:** CFM has always had a policy of continually investing in technology to improve the in-service fleet. A great example of that is the introduction in 2011 of the CFM56-7BE on the Boeing 737 and the CFM56-5B Performance Improvement Program (PIP) on the Airbus A320. The CFM56-7BE, when combined with airplane improvements, improves fuel burn by two per cent. The CFM56-5B PIP provides added durability and improves fuel consumption by 0.5 per cent. In 2007, we introduced the new Tech Insertion configuration that improved fuel burn as well as reduced NOx emissions so that the CFM56-7B and CFM56-5B meet the ICAO CAEP/6 emissions standards that went into effect in 2008. This is the same philosophy with which the company is developing LEAP. This engine is bringing up to 15 per cent lower fuel consumption, which brings and equivalent reduction in carbon emissions. The advanced TAPS II (Twin-Annular, Pre-Swirl) combustor brings revolutionary technology to this market space and will reduce NOx emission by 50 per cent. At the same time, the engines noise footprint will be reduced by 75 per cent. This are all tremendous in-roads that will enter service in the next few years. Beyond that, the company will continue to refine its noise and emissions technologies for future programmes. In addition, all of the technology being developed for LEAP could serve as the basis for an advanced open rotor engine configuration that could bring significant improvements in fuel consumption. CFM parent companies GE and Snecma tested this technology in the 1980s and have continued to refine it. There are still challenges to be overcome with and open rotor design (including



noise, certification, and airplane integration), so any potential entry into service would be beyond the year 2030, but CFM has made great strides in mitigating these challenges and will be ready with the right technology

**SP's:** What is the market share for CFM in the Asia-Pacific region and how do you perceive the prospects to be over the next two decades?

**Ebanga:** CFM has a very strong presence in Asia. Excluding China, there are approximately 1,235 CFM56-powered Airbus A32 and 737 airplane in service with more than 30 customers and an 520 still to be delivered. On top of that there have been more than 400 LEAP-powered aircraft ordered. Once you include China that adds more than 2,400 additional engines in service or on order. To put those numbers into perspective, CFM has the largest commercial fleet in the world with approximately 17,000 CFM56 engines currently in service; about 20 per cent of that fleet is in the Asia-Pacific region. Obviously, this region has been very important to us in the past and will continue to be so well into the future. The prospect for continued growth in Asia-Pacific is tremendous and CFM is proud to be a part of that growth. •

(Concluded)

## Peter Gutmiedl Cassidian's first India CEO

Cassidian has appointed Peter Gutmiedl as first Chief Executive Officer (CEO) of its India operations. Based in Bangalore, the heart of India's aerospace and defence industry, he will lead the next phase of Cassidian's engagement with India. Before assuming this new position, Gutmiedl has 22 years of experience in various senior and Board level roles at Cassidian which is the security and defence company of EADS.

Commenting on the appointment, Bernd Wenzler, Chairman of the Supervisory Board of EADS DS India Ltd, said: "India is of utmost importance for us and we intend to create a long-lasting strategic partnership with this fast growing country. Appointing a top manager like Peter Gutmiedl as first India CEO reflects our strong commitment to further deepen cooperation with this nation. His track record makes him the perfect choice to grow our business in close cooperation with Indian companies."

Welcoming his new responsibility, Gutmiedl stated: "I am looking forward to my new task of plugging India firmly into Cassidian's global value chain. We have started to establish a deep industrial footprint here in collaboration with public and private Indian entities such as HAL, DRDO,



Larsen & Toubro and others. Cassidian's Engineering Centre in Bangalore provides an excellent base, both for delivering tailor-made equipment to local customers and for supporting our global initiatives from India."

Gutmiedl has been instrumental in the success of Cassidian programmes related to Eurofighter Typhoon, Tornado, F-18, F-4, A400M, AWACS, Euro Hawk and several UAV programmes. Before his move to India, he was Head of Engineering at Cassidian Air Systems. He also served as Head of Programme Management for Strike Aircraft & Airborne Mission Systems. Peter Gutmiedl holds a PhD in Physics from the Technical University of Munich.

In February 2011, Cassidian inaugurated India's first ever defence and security focused Engineering Centre owned by a foreign company. Located in Bangalore, it is expected to grow to about 100 engineers by the end of this year. Cassidian is working closely with the DRDO on key defence projects including a consultancy agreement for India's LCA programme and a system architecture design consultancy contract for India's Airborne Early Warning & Control (AEW&C) programme. •



## Gulfstream optimistic about India

BY B.K. PANDEY

**R**egional Senior Vice President for International Sales of Gulfstream Aerospace Roger Perry and his team briefed the media at the Taj Krishna in Hyderabad on the eve of the third edition of India Aviation 2012. The Savannah base company, a wholly owned subsidiary of General Dynamics designs, develop, manufactures, and markets the world's most technologically advanced business jets. It has 11,500 employees of which around 3,300 are engaged in product support network spread across the globe. The company has supplied over 2,000 aircraft since its inception and as at the end of last year had a backlog of orders worth \$17.9 billion.

While more than 70 per cent of its orders in 2011 were in the international market, the company sees bright prospects in the Asia Pacific market with demand predominantly for



large cabin business jets.

Gulfstream manufactures business jets in seven different sizes spread across a spectrum of performance and price which ranges from \$15.6 million for the G150 to \$64.5 million for the G650. The different models are the wide cabin high speed G150, the large cabin mid range G350, the large cabin long range G450, the large cabin ultra long range G550, the large cabin mid range G280 and the ultra large cabin ultra long range G650. On display at India Aviation 2012 are the G150 and the G450. The G280 and the G650 are the two newest models to be introduced by the company and have been well received. Both these business jets offer the longest range and the highest speed in their respective categories. The G650 has an unrefueled range of 7,000 nautical miles which is nearly 13,000 km at a speed of mach 0.85. With a top speed of Mach 0.925, it is the fastest business jet in the world today. •

## Dilip Chhabria design to change dynamics of aircraft interior market, Airworks bets big on this segment



BY R. CHANDRAKANTH

**F**rom designing cars to interiors of a mid-size business jet for Dilip Chhabria it is a natural extension of his passion. And Airworks, a leading provider of aviation services, provided him a platform. DC Design, his company, has transformed a business jet, like never before, showcasing Indian design talent.

Developed at DC Design's facility in Pune, the interiors showcase an asymmetrical design visible in the galley, the roof and the overall look of the cabin. The colour scheme in the interiors of the aircraft is far removed from the standard beige, brown and the like. The metallic blue has given the interiors of the jet a trendy and ethereal effect.

Vivek Gour, Managing Director of Airworks said 'it gives us enormous pride to announce a totally Indian design' which has an international appeal. The prototype which is on display at India Aviation has attracted serious attention. The prototype is a true depiction of the refurbishment excellence that Air Works together with Dilip Chhabria Design can offer to its customers, first in India and then in other markets too.

Air Works with its legacy of over 60 years in the MRO business has in the last few years been focussing on strengthening its capabilities across

the value chain of the MRO business. Last year the company entered into a joint venture with Scandinavian Avionics to set up an EASA certified avionics shop in India. This partnership with DC Design will help Air Works offer a one-stop solution to its customers for aircraft interiors refurbishment and avionics upgrade.

Dilip Chhabria said, "The prototype of this interior has been developed with the vision to provide customers a look and feel of the design capability, quality details and fit and finish which DC Design is well known for in the automotive community."

Talking about growth plans of Air Works, Gour said, "Our plan is to leverage our airframe, avionics and now interiors refurbishment capabilities collectively to provide customers with an option to upgrade their aircraft both in terms of avionics (inflight entertainment, sitcom) design, comfort and ergonomics which will help them improve their flying experience as well as the value of their aircraft."

Ravi Menon, Executive Director, said the 'bespoke interiors' with its international quality would be offered to the Indian market first and the world market. "There is considerable cost-saving and value-addition for the customer." The market, he said, could be huge as the general aviation market was picking up steam. •

# Indocopters on growth path

BY R. CHANDRAKANTH

Promising' is the opening remark of Indocopters CEO Mike Meyer on Day One of India Aviation 2012. Four more days to go and the momentum is expected to pick up. Indocopters, a leading specialist helicopter maintenance, repair and overhaul organisation, is looking beyond the four days.

For one, the General Elections in India next year is going to be one major driver for helicopter and small aircraft market as political leaders will be on whistlestop tours. "There are about 300 helicopters in India and I expect it to go up by 15 per cent, driven by elections, heli-tourism and general growth in aviation sector." If the constraints of taxation, infrastructure etc are removed and new usages of helicopters such as electronic news gathering, policing etc take to the skies, the numbers could almost double.

Meyer said efforts were on to get the helicopter and general aviation industry together as to become a force to negotiate with the government for better infrastructure and other facilities. From a fragmented industry, in terms of lobbying, now it has started speaking in one voice—through the Business Aviation Operators Association of India.

## INDOCOPTERS ROADMAP

The helicopter specialists are expanding their presence in India and Meyer announced opening of a centre in Ahmedabad this year, taking the total number of offices to 13. "We got to go where the market is and that is what we are doing."

Keeping pace with the opening of maintenance and operational bases in the country, the headcount of engineers and technicians is expected to 'significantly' go up in the near future. However, Indocopter is in discussions with Eurocopter, its commercial partner in India, to set up a training facility here for engineers and technicians. Currently, they are being trained in France and other places which has added up to the costs. "There is another problem in the industry, there is major poaching, hence many are wary to in-



vest in training." Training required considerable investment in terms of time and money.

Asked about the constraints in India, Meyer mentioned that it was a highly competitive industry with margins getting squeezed. It was less than 10 per cent whereas in the Middle East it was double. The cost of acquisition of tools was high here.

Nevertheless after China, India has a lot of promise and Indocopters is here for the long run, supporting customers in the selection and purchase of helicopters, MRO, etc. "There are challenges and we have to overcome. We will. We hope next year will be good." •

# Dassault Falcon 7X Picture of elegance and best value for money







## 'There will always be competition but so long as we continue to innovate, we will have the best product'

INTERVIEW WITH JOSE EDUARDO COSTAS, VICE-PRESIDENT  
MARKETING AND SALES-ASIA PACIFIC, EMBRAER EXECUTIVE JETS

**SP's ShowNews:** In your perception, does the Asia-Pacific region offer a large enough market for your company to look at India as a strategic production, marketing and MRO hub for executive jets?

**Jose Eduardo Costas:** As the region with some of the fastest growing economies as well as the growing maturity of prospects and jet users, Asia Pacific is definitely a major driver for the executive jet industry.

According to the latest forecast by Embraer, Asia Pacific should account for between 1,363-1,690 or \$39.86-\$48 billion worth of deliveries of business jets in the next 20 years.

It would stand to reason that the industry with this much potential would naturally 'pull' or attract the development of ancillary businesses such as MRO activities, refinement or introduction of business models, such as charter companies' like Invision Air, which is starting an executive jet charter business in the country, and possibly even the production of parts the IF demand and the business case for it is sound.

**SP's:** What is the level of demand for the Phenom 100 very light jet (VLJ) in the Indian market? Do you visualise serious competition from new executive jets in this category likely to emerge on the scene in the next few years?

**Costas:** In terms of entry-level jets, Embraer practically created this segment of the market in India, where we have six Phenom 100's in service today.

We maintain a considerable order book for our Phenom jets, which we have begun delivery and we are also continually marketing the product and see keen interest in our product from prospects for our light jets, both the Phenom 100 and Phenom 300 in India.

As for competition, there will always be competition but so long as we continue to innovate and create products that exceed the needs of the market, we will have the best product for the market.

We already have a robust line of products and look forward to the Legacy 450 and Legacy 600 jets entering service to underscore our commitment and ambition to be one of the largest players in the business jet industry.

**SP's:** What is the level of demand for executive jets in China and whether there are any



plans for production of such aircraft at your existing facility in China?

**Costas:** According to Embraer's latest forecast for the region, between 1,363-1,690 or \$39.86-\$48 billion worth of deliveries of business jets to Asia Pacific in the next 20 years, it is expected that China will account for 522-635, or \$17.4 billion-\$21 billion of this amount. We therefore expect demand in China to be quite significant.

Regarding plans to produce our Executive Jets in China, Embraer announced in 2010 that together with partner Avic, we are moving forward with the industrial planning for the assembly of Legacy 600/650 jets in China. •

(Concluded)

## Airbus' second pilot training centre in India

Airbus has signed an agreement with CAE Simulator Training on the opening day of India Aviation in Hyderabad, to set up a second Indian pilot and maintenance crew training centre. The centre will be located in Noida near New Delhi. CAE Simulator Training is a joint venture between InterGlobe and Canada's flight simulator company CAE.

The agreement follows a ground breaking ceremony held in Noida in November 2011. The centre will be fully operational by 2013, and will have a capacity to train up to 5,000 crews annually, making it one of the biggest training facilities of its type in the region.

Noida is Airbus' second Indian pilot training facility in addition to the Airbus Training India centre (ATI) which was opened in Bangalore in 2007. The new facility will be spread over a 3.5 acre site and initially house up to six full-flight simulators with a capability to expand to eight simulator bays. Advanced training technology will be used such as CAE Simfinity multimedia classrooms, computer-based training and brief/debrief facilities.

The focus of the new Delhi training centre will be to provide "wet" and "dry" type-rating, recurrent, conversion and jet indoctrination training for commercial aircraft pilots. Programs will also be offered for maintenance technicians



CAMILLE MARIAMO, MD, COMMERCIAL TRAINING & SIMULATION, MIDDLE EAST & INDIA REGION, CAE (LEFT) AND DR KIRAN RAO, EXECUTIVE VP, SALES AND PRESIDENT AIRBUS INDIA

Dr Kiran Rao, Airbus Executive Vice President Sales and President Airbus India, said, "India remains one of the fastest-growing aviation markets in the world and in the long terms requires more aircraft and additional pilots and maintenance crews to fly them. India is a strategically important market and we strategic partnership like the new training centre will help India's aviation sector to grow and to prosper."

Rahul Bhatia, Group Managing Director, InterGlobe, said, "Airbus and CAE's participation in this initiative will give the much needed impetus to meet the talent needs of the civil aviation community. We are confident that in due course this facility will emerge as a centre of excellence for not just India but

South Asia offering access to world-class training technology and solutions in to commercial aviation industry."

Jeff Roberts, CAE Group President, Civil Simulation Products, Training and Services said, "The additional training capacity CAE is establishing with InterGlobe and Airbus in anticipation of further growth in India and neighboring regions will enable our airline customers to stay one step ahead of demand for aviation professionals trained using the most advanced technology available." •

# Indian Rotorcraft holds ground breaking ceremony for new helicopter production facility in Hyderabad

Indian Rotorcraft had a ground breaking ceremony at Hyderabad's Rajiv Gandhi International Airport, marking the start of construction of a new helicopter production facility and a new step in the development of the Indian aerospace industry.

The ground breaking ceremony was conducted in the presence of Ratan N. Tata, Chairman, Tata Sons; Bruno Spagnolini, CEO, AgustaWestland and other dignitaries.

Indian Rotorcraft is a joint venture company formed by Tata Sons and AgustaWestland, a Finmeccanica company, that will assemble, customise and flight test new helicopters for the worldwide market. The joint venture will initially start to produce the 8-seat AW119Ke light helicopter, with production commencing from mid-2013.

Ratan Tata, Chairman, Tata Sons, said at the ceremony, "The project is integral to our plans in the aerospace sector and we look forward to an enduring and successful partnership with AgustaWestland for fostering the growth of the Indian aerospace sector."



Bruno Spagnolini, CEO of AgustaWestland added, "We are very pleased through our joint venture with Tata Sons to be playing an important role in the development of the Indian aerospace industry. Not only will this new facility be able to build helicopters for the Indian market but importantly it will supply helicopters to AgustaWestland customers around the world."

He added, "Indian Rotorcraft will initially create jobs for more than 70 highly skilled staff who will be trained by AgustaWestland. We see great potential to expand this facility in the future to become a support centre and production centre for other helicopter types."

The facility is being built on a 10 acre (40,000 square metre) site adjacent to the Hyderabad Rajiv Gandhi International Airport and will include a 9,000 square metre (97,000 square feet) building incorporating a main assembly building, flight hangar, office accommodation and outside several helicopter landing pads. The facility will be capable of producing up to 30 helicopters per year and is designed to be further developed for other helicopter types, right up to the 16-tonne AW101. •

## Bombardier's impressive display

Bombardier is displaying industry-leading aircraft – the Learjet 60 XR, Challenger 300 and Global 5000 business jets, as well as the Q400 NextGen turboprop at India Aviation. Further supporting its commitment to the Asia-Pacific region, Bombardier is showcasing its customer services and integrated aftermarket portfolio.

### BOMBARDIER AIRCRAFT ON STATIC DISPLAY

**Learjet 60 XR aircraft:** The Learjet 60 XR aircraft is a proven model of performance, comfort, value and versatility in the mid-size jet market segment. It delivers a high cruise speed of Mach 0.81 (861 kmph), superior climb capabilities, proven fuel efficiency and low direct operating costs per nautical mile. The jet's higher operating altitudes – certified to 51,000 ft (15,545 m) – translate to time savings due to better winds, less traffic and less turbulence. The Learjet 60 XR aircraft can fly from Hyderabad to Hong Kong nonstop with four passengers and two crew.

**Challenger 300:** A bespoke customer-designed aircraft, the Challenger 300 jet offers transcontinental range and superior long-range cruise speed with eight passengers. It can fly Hyderabad-Shanghai non-stop with a full payload, and its superior airfield performance allows the aircraft to operate out of 5,000-foot (1,524 m) runways with ease. The Challenger 300 business jet offers the best performance and value amongst its competitors and has consistently exceeded customer expectations. With over 300 Challenger 300 jets in service, it is the market leader amongst its peers.

**Global 5000:** The super large Global 5000 jet combines superior transatlantic speed with the largest cabin in its market segment. It features high-speed Internet connectivity, unmatched entertainment options, a head-up flight display system and one of the largest field-of-view of any business aircraft. The aircraft can connect Hyderabad to Cape Town non-stop with 10 passengers and three crew.

**Q400 NextGen:** Optimised for short-haul operations, the "comfortable greener," 70- to 80-seat Q400 NextGen aircraft is a large, fast, quiet and fuel-efficient turboprop. It provides an ideal balance of passenger comfort and operating economics with a reduced environmental footprint. The SpiceJet Q400 NextGen aircraft which will be on display, is one of seven delivered to the airline. After a little more than six months in high-cycle service, and operating in often harsh, "hot and high" environments, SpiceJet's fleet of Q400 NextGen aircraft has already reached a dispatch reliability of 99.4 per cent. This remarkable achievement is a strong testimony to the ruggedness and reliability of the Q400 NextGen aircraft which is also proving itself to be very popular with SpiceJet's passengers. •



## Tailormade long-hop office or apartment in the sky – ACJ 318

An Airbus ACJ318, the corporate jet version of the A318 airliner, will be the highlight of the company's presence at the Hyderabad show, marking the first time that any of the company's bizjets is exhibited in India.

The Airbus ACJ318 on display is operated by Abu Dhabi-based Al Jaber Aviation, which offers it for VVIP charters in a spacious and comfortable arrangement with seating for 19.

"Corporate jets such as the Airbus ACJ318 are primarily business tools that save time and enhance productivity, but are also an extension of the home and office facilities of company executives and world leaders, who want to take into the air what they have on the ground," comments Airbus CEO, Customers, John Leahy. "With the widest and tallest cabin of any bizjet, existing or planned, Airbus corporate jets are best placed to deliver this work and lifestyle benefit," he adds.

Airbus' ACJ318 is similar in size externally to traditional large-bizjets, but has a cabin that is about twice as wide, delivering a new league in comfort, space, and freedom of movement.

It features a lounge-like main cabin that welcomes passengers in several different zones, as well as another room that is an office by day and a bedroom with ensuite bathroom at night.

The Airbus corporate jet on display at Hyderabad thus gives Indian and other potential customers the chance to experience for themselves the best business jet cabin in the world. They have won some 170 orders since Airbus delivered its first corporate jet in the mid-1980s, and are the only bizjets flying on every continent, including Antarctica.

Airbus corporate jets have a widespread presence in Asia-Pacific, where they are flying with a wide range of companies, high net-worth individuals and governments.

**INDIAN INTEREST.** Francois Chazelle, Vice President, Worldwide Sales, ACJ told the media in Hyderabad that there were a 'couple' of billionaires who had ACJ in their fleet and that the company hoped that there would be more buyers going in for upgrades from mid-size business jets.

Positioning ACJ aircraft, Chazelle said it has major cost advantage if customers are annually flying over 1200 hours. "If a customer is doing that kind of flying, then a business jet would require at least three major checks in a year, keeping the aircraft off flying. In the case of an ACJ, the major C Check comes once in 20 months."

ACJ had a strategic partnership with Lufthansa Technik and with nine outfitters across the world, including the recent one in China. "The Chinese market is growing fast and it makes sense to have an outfitter over there. The most lucrative market, however, is the Middle East market." •

—R. CHANDRAKANTH



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