



News Release

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Backgrounder: Dassault Aviation

(Dubai, United Arab Emirates, November 15, 2009) Dassault Aviation belongs to a group of companies known as *Groupe Industriel Marcel Dassault*, or *Groupe Dassault* for short. It encompasses: Dassault Aviation, Dassault Falcon Jet Corp., Dassault Falcon Service, Dassault Investments, Dassault Systèmes, SABCA, Sogitec and a number of smaller companies.

The group has about 17,000 employees involved in aeronautics, space, electronics, communication and computing. The group's flagship company, *Dassault Aviation*, with about 12,000 employees, accounts for more than 15% of all French aerospace sales. The second largest member of the group is *Dassault Systèmes*, which develops and markets Product Lifecycle Management (PLM) solutions including CATIA®, three-dimensional software for computer-assisted design and manufacturing.

Dassault Aviation has three main subsidiaries: *Dassault Falcon Jet Corp.* (which sells and supports the Falcon business jets in North and South America and the Pacific Rim), *Dassault Falcon Service* (charter, maintenance and technical services for Falcon business jets in Europe), and *Sogitec* (simulation and documentation).

Rich History

Since its inception 60 years ago, Dassault Aviation has designed and built more than 7700 military and civil aircraft, which have logged more than 20 million flight hours collectively. Current military programs include several versions of the Mirage 2000 and Rafale fighter series. Dassault Aviation is also involved in various space programs through its cooperation with CNES, ESA and NASA.

The company has sold over 2000 Falcon business jets to customers in over 65 countries around the world. Dassault designs and produces the Falcon 2000DX, Falcon 2000LX, Falcon 900DX, Falcon 900EX, Falcon 900LX and the Falcon 7X business jets at the same facilities responsible for its military programs.

Dassault Aviation also has a strong industrial capability. Its broad-based technology encompasses CAD/CAM, robotics, advanced structures and materials, as well as the ability to develop and test very high performance aircraft.

The French government has launched a program to develop Europe's UCAV demonstrator, "nEUROn", and has entrusted the design leadership to Dassault Aviation.

Dassault Aviation is owned 50.21% by Groupe Industriel Marcel Dassault, and the rest by public shareholders, including the EADS (European Aeronautics, Defense & Space Co). Current Chairman and CEO, Charles Edelstenne succeeded Serge Dassault (the son of company founder Marcel Dassault), who retired in April 2000.

Dassault Aviation has several locations in France involved in the design, manufacturing and customer service activities:

Research and Design Centers in Saint-Cloud (Paris area) for military aircraft and Bordeaux- Mérignac for civil aircraft

- Facilities in Argenteuil, Argonay, Biarritz, Martignas, Mérignac, Poitiers and Seclin
- Flight Test Centers at Istres and Cazaux
- Main Offices in St. Cloud and Paris-Le Bourget for company management, marketing and logistic support

Dassault Falcon Jet Corp. has three major US locations: its corporate headquarters in New Jersey (at Teterboro Airport); one of the world's largest completion centers and service centers in Little Rock, Arkansas ; and a multi capability service center in Wilmington, Delaware. New Falcon jets are flown in "green" condition (without exterior paint or cabin fittings) from the factory in Bordeaux, France to Little Rock, where they are completed to customer specifications.

The Falcon Family

Today's Falcon jets are designed and manufactured alongside Dassault Aviation's famous fighter aircraft. The Falcon family of jets encompasses five aircraft, all positioned at the top end of the business jet market.

These versatile, high-performance jets can satisfy the broadest spectrum of business flying needs, from small-airport operations to long international flights.

Falcon 2000LX

Based on the popular Falcon 2000EX, the new Falcon 2000LX features a range of 4,000 nm at Mach .80 and a best-in class climb speed to 41,000 feet in just 19 minutes. The Falcon 2000LX's new wing aerodynamics reduces drag as much as 5%, offering corresponding range and efficiency improvements over the Falcon 2000EX.

The airplane will be able to connect Dubai to London, Paris to Delhi and Hong Kong to Brisbane. It is the most fuel efficient large cabin business jet on the market. The 2000LX received both EASA and FAA certification last April.

Falcon 900DX

Announced at EBACE 2004, this large cabin, wide-body, intercontinental aircraft features a range of 4,100 nm. It is equipped with the advanced EASy flight deck and the proven Honeywell TFE731-60 turbofan engines. Its three-engine configuration is ideally suited to extended over-water flight, yet its fuel consumption and direct operating costs are actually lower than those of some competing twins. The 900DX received certification in October 2005.

Falcon 900EX

With a range of 4,500 nm with eight passengers and NBAA IFR reserves, the versatile Falcon 900EX tri-jet can combine long and short legs on the same mission. The Falcon 900EX offers all of the wide-body cabin features for which the Falcon 900 series is renowned, plus upgraded engines, additional fuel capacity, and the world's most advanced flight deck. 430 Falcon 900s have been delivered since this long-range flagship entered service in March 1986. Serial number 500 will soon be sold. Every Falcon 900 built is still in operation today.

Falcon 900LX

The new Falcon 900LX, introduced at EBACE 2008, will feature a range of 4,800 nm at Mach .75. Following initial flight testing, the Falcon 900LX's improved wing aerodynamics demonstrated a reduction in drag by as much as 7%, offering corresponding range and efficiency improvements over the Falcon 900EX. Climb performance will be also improved by 10%, allowing the airplane to reach



FL390 in just 20 minutes. The 900LX will feature 55-70% better efficiency than other airplanes in its class. The airplane will be able to connect London to Miami, New York to Sao Paulo, Mumbai to London. Certification is expected mid 2010.

Falcon 7X

With the introduction of the Falcon 7X, Dassault has propelled itself into the twenty-first century. The 7X has a brand new wing and a dramatic increase in lift-to-drag ratio. The 5,950 nm range aircraft has an MMO of Mach 0.90. It is powered by three Pratt & Whitney Canada 307A engines, rated at 6,400 lb thrust each. Additionally, the 7X is the first business jet in the world equipped with Digital Flight Control System. First flight occurred in May 2005. The 7X received certification on April 27, 2007. First deliveries started in June 2007. Over 220 aircraft have already been sold.

Distinguished Heritage

Dassault Falcon has a proud and distinguished heritage. It all started in 1963, when Charles Lindbergh visited the Avions Marcel Dassault factory in Mérignac, France. He was part of a team sent by Pan American World Airways Inc., seeking a business aircraft to market in the United States. Lindbergh relayed his unequivocally positive impressions of the Mystère 20 directly to then-Pan Am Chairman Juan Trippe.

On that recommendation, Pan Am's newly created business jet division was established to market and support the Falcon 20, then known as the "Fan Jet Falcon." As sales grew and the number of Falcons in service increased, the need for closer coordination between the manufacturer and its marketing organization soon became apparent. In 1972, Dassault and Pan Am formed a joint venture company, Falcon Jet Corporation, and assigned it the sales and support duties previously held by Pan Am. In October 1980, Dassault purchased Pan Am's interest in the joint venture, making Falcon Jet a wholly owned subsidiary.

On January 1, 1995, Dassault Aviation and Falcon Jet merged certain worldwide operations and renamed the U.S. company Dassault Falcon Jet Corp. Today, Dassault Falcon Jet is responsible for selling and supporting Falcon Business Jets in North, South and Central America as well as Asia and the Pacific Rim. It employs a total workforce of more than 2300 persons in its 3 facilities, Teterboro, Wilmington and Little Rock. Little Rock facility is the biggest facility of the Dassault Group with 1800 employees. It is today one of the biggest completion center in the world.

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Dassault Falcon increases Middle East fleet by 60 per cent over the past three years and expects growth to continue

2,000th Falcon recently delivered to Middle East customer

(Dubai, United Arab Emirates, November 15, 2009) - Dassault Falcon has delivered a total of 21 large cabin aircraft in the last three years in the Middle East - growing the regional fleet by more than 60 per cent. The Middle East Falcon fleet has continued to grow significantly in 2009 in a year in which the company achieved the milestone of delivering its 2,000th business jet – a Falcon 2000LX to Koç Holding based in Istanbul, one of the largest and fastest growing companies in Turkey. Dassault has a significant backlog of orders from the region and expects its current regional fleet of 50 aircraft to grow by more than 50 per cent in the next three years.

Despite the severe impact of the economic crisis in the US and Europe, the overall market situation now appears to have stabilized. "The level of pre-owned Falcon aircraft inventories has started to decrease," commented John Rosanvallon, President and CEO of Dassault Falcon. "While some areas of the world have yet to show signs of recovery, regions such as Asia, South America and the Middle East are becoming more active."

The Koç Group is representative of the vibrant growth throughout the region where strong demand for Falcon aircraft continues, thanks to the suitability of the Falcon line in meeting the demands of regional owners/operators.

"All of our models have stand up headroom and unbeatable fuel economy," said Rosanvallon. "And with oil hovering around \$80 per barrel, the efficiency of the Falcons with their comfort and performance is a compelling feature." In particular, the 5,950 nm range Falcon 7X represents about 40 per cent of Dassault's recent sales in the region. Its unique digital flight control system sets it apart, providing smoother flights and unmatched manoeuvring control for the flight crew. It is the only long range business jet that can be operated into and out of London City Airport and thus links the heart of the world's largest financial center with non-stop access to the Middle East. Notable city pairs include: New York to Dubai, Jeddah to Recife or Riyadh to Perth.



Regional Expansions

Dassault's growing presence in the Middle East led to the company's decision to establish a dedicated spare parts distribution center and a sales office in Dubai last year. The regional inventory is worth more than US\$1.5 million and includes most of the high replacement items. The worldwide spare parts distribution center network - including the Dubai center and nine other locations, contributes to the Falcon fleet outstanding 98% service level.

"Dubai is unique because of the expanding Falcon fleet based there but it is also a popular stopover point for transiting aircraft flying from the Asia-Pacific region to Europe" said Jacques Chauvet, Senior Vice President, Customer Service, Dassault Falcon. "We already have 50 aircraft based in the region and this number is expected to grow significantly in the next few years. We're currently evaluating several Authorized Service Centers (ASC) based in the middle East to expand our ASC network which already comprises 29 Falcon ASCs and 5 Factory Owned Service Centers".

During Dubai Airshow (November 15-19, 2009) Dassault Falcon will display a Falcon 7X and a Falcon 2000LX at the static display area. Booth W310 - Chalets 42-43-44.

About Dassault Falcon

Dassault Falcon is responsible for selling and supporting Falcon business jets throughout the world. It is part of Dassault Aviation, a leading aerospace company with a presence in over 70 countries across 5 continents. Dassault Aviation produces the Rafale fighter jet as well as a complete line of Falcon business jets. The company has assembly and production plants in both France and the United States and service facilities on multiple continents. It employs a total workforce of over 12,000. Since the rollout of the first Falcon 20 in 1963, 2000 Falcon jets have been delivered to more than 67 countries worldwide. The family of Falcon jets currently in production includes the tri-jets—the Falcon 900DX, 900LX, and the 7X—as well as the twin-engine Falcon 2000LX.

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Serge Dassault Honored with NBAA's Meritorious Service to Aviation Award

(Dubai, United Arab Emirates, November 15, 2009) – The National Business Aviation Association (NBAA) recently honored Serge Dassault with the prestigious Meritorious Service to Aviation Award. The presentation was made at the 2009 NBAA Convention in Orlando, Florida.

The Award for Meritorious Service to Aviation is NBAA's most distinguished honor, and recognizes extraordinary lifelong professional contributions to aviation. Serge Dassault joins a small group of award recipients that are credited with building business aviation from the ground up.

"Serge Dassault is without question one of the most innovative leaders in business aviation, and NBAA is honored to present him with our Association's highest honor," said Ed Bolen, NBAA President and CEO. "We congratulate and thank Serge for his many years of dedication to business aviation."

Accepting the award on behalf of his father, Olivier Dassault said, "I would like to thank the NBAA Board of Directors for selecting my father to receive this prestigious award. We are deeply honored and would like to share the credit with Charles Edelstenne, John Rosanvallon and all the members of the Dassault Falcon team that work very hard every day to keep the Falcon fleet flying all over the world."

He noted that his father attended his first NBAA convention in 1962 when the Mystère 20, later named the Falcon 20, was still in its infancy. The following year, a full scale mockup of the airplane was exhibited at the convention held in Houston; Texas. Serge Dassault has attended virtually every NBAA convention since.

Serge Dassault, the son of Dassault Aviation founder Marcel Dassault worked his way up through the company and in 1986 became Chairman and CEO of Dassault Aviation. Under his leadership numerous successful programs, such as the Falcon 2000, and Rafale took shape confirming Dassault as one of the world leaders in both the civilian and the defense aviation industry.

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News Release

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Dassault to Provide Cutting Edge Support Through Falcon 'E-Maintenance' Program

(Dubai, United Arab Emirates, November 15, 2009) – Dassault Falcon recently completed successful testing with Falcon operators based in Europe and the United States on a new maintenance program dubbed 'Falcon E-Maintenance.' The program allows the Falcon Technical Center or a Falcon service center to remotely access an airplane Central Maintenance Computer, or any other aircraft maintenance application, to troubleshoot and diagnose issues. This connection is made through a laptop provided by Dassault with WiFi or satellite capabilities.

The maintenance laptop allows the aircraft technicians, service center and the Falcon Technical Center to work in real time on one common communication platform that is capable of both audio and video. From there, they can share technical documents, transfer files and organize multimedia conference meetings. If needed, an Authorized Service Center or the Falcon Technical Center will be able to remotely access the aircraft's central maintenance computer.

"Our plan is to offer this new service in early 2011 after deploying the communications systems required to all of our factory owned and Authorized Service Centers," said Cyril MacGarry, Director of Customer Service Technical Support for Dassault Falcon. "Each new aircraft will then be delivered standard with a maintenance laptop. Ultimately, we will be able to offer our operators advanced functionalities such as direct access to the digital mock-up of an aircraft or even provide remote electronic sign-off."

The Falcon 'E-Maintenance' program will also complement data broadcast systems that will be available in early 2011 as an option. These systems will integrate new interactive troubleshooting assistant systems, as well as permit real time transmission of maintenance reports in flight and on the ground. This is a vital tool to anticipate AOG situations and unscheduled maintenance.

"These innovations are part of our continuous strategy of customer service progress and will soon allow us to offer our operators new tools and new processes to further improve our response time and increase our efficiency," said Jacques Chauvet, Senior Vice President of Worldwide Customer Service.

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News Release

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Dassault Falcon Delivers 100th Falcon 900EX EASy

(Dubai, United Arab Emirates, November 15, 2009) – Dassault Falcon recently delivered the 100th Falcon 900EX EASy aircraft into service. As of September 30, 2009, the 4,500 nm Falcon 900EX EASy fleet had performed over 80,000 takeoffs and landings and accrued 157,000 flight hours. Powered by three highly efficient Honeywell TFE731-60 engines, the Falcon 900EX EASy is the category leader in both airport performance and fuel efficiency.

The 900EX EASy was certificated in December 2003 and features the award winning EASy flight deck. Today, there are 321 Falcon aircraft in operation with the EASy flight deck, “Efficiency has long been an important focus for us,” said John Rosanvallon, President and CEO of Dassault Falcon. “We believe the EASy flight deck offers the most efficient and safe way to manage cockpit resources. The Falcon aircraft operating with the EASy flight deck are a strong testament to the intrinsic advantages of our program.”

EASy II for the Falcon 900EX

The latest iteration of the EASy flight deck – EASy II – will include new options that further enhance crew situational awareness and aircraft operational safety. These features include a synthetic vision system, the Runway Awareness and Advisory System (RAAS), an optional Automatic Descent Mode, XM Graphical Weather, Required Navigation Performance – Special Aircraft Aircrew Authorization Required (RNPSAAAR) >0.1, and WAAS LPV.

The EASy flight deck was originally developed around Honeywell's Primus Epic system in the mid-1990s in an effort to create a fully integrated cockpit management system and to foster improved situational awareness. Its “T”-shaped configuration of four 14.1-inch LCD screens has many benefits for the crew. Tactical information needed to fly the aircraft is displayed in front of each pilot on their own primary display unit. Strategic information, such as navigational functions and checklists, are shared on the two vertically-stacked centrally located multifunction display units, to ensure the flight crew works in tandem and facilitating safety as each sees the other's inputs.

Falcon 900 History ...

Originally conceived in the 1980s, the Falcon 900 was proposed at a time when the scope of business aviation was expanding to include more transatlantic destinations. Greater range was a prerequisite but also, larger cabins and greater margins of safety. The Falcon 900 was the first, and remains the only, airplane in its class with a three engine design offering unmatched airport performance and increased peace of mind, especially on long over water flights. The Falcon 900 family also benefits from being the most fuel efficient airplane in its class by a wide margin.

In the cabin, the standard layout of the Falcon 900 includes three seating areas and a large baggage compartment accessible while in-flight. The Falcon 900 features a comfortable cabin width of seven feet eight inches and a cabin height of six feet two inches. The roomy proportions of its cross section became so popular it was adopted on the Falcon 2000 family and the Falcon 7X.

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Falcon 7X Fleet Leader Passes 2,000 Flight Hours

(Dubai, United Arab Emirates, November 15, 2009) –Falcon 7X s/n 04 recently passed the 2,000 flight hour mark making it the leader of the Falcon 7X fleet. The aircraft entered service in July, 2007 and is operated by Dasnair in Geneva, Switzerland.

During its first 24 months in service, the aircraft has carried over 2,100 passengers and made 543 stops in 73 countries. It's landed at several challenging airports such as Saint- Moritz, in Switzerland and La Môle in southern France. This Falcon 7X is now the fleet leader having flown over 800,000 nautical miles (1 480 000 km). The longest flight for the aircraft, 12 hours and 19 minutes, occurred on April 16, 2009 from Pise, Italy to Rio de Janeiro, Brazil.

"The Falcon 7X has been well received by our customers who have experienced the superior comfort of its wide and bright cabin," declared Angelo Conti, Managing Director of Dasnair.

The Falcon 7X has the longest range of any Falcon business jet. Special attention was given to enhancing its cabin comfort for flights lasting up to 13 hours. Since its entry into service in 2007, the 7X cabin has set a new standard for business jets. It presents a large and bright cabin with 28 windows which are 10% bigger than previous Falcons. It also features a low in flight cabin altitude of 6,000 feet, even while flying at 51,000 feet, and an advanced temperature control system that maintains the environment to within one degree throughout the entire cabin. The 7X is also praised by its passengers for its "library quiet" cabin which is the result of breakthroughs in design, materials and cushioned engine mounts.

"Our operators tell us that they are very pleased with the availability of the aircraft. Most of the fleet frequently performs long range missions, most recently one of our operator reported that they flew at mach .80 from London to Singapore in 13h14min and landed with 2300lbs," said Jacques Chauvet, Senior Vice President, Worldwide Customer Service.

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News Release

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