

# FORCE

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## New Falcon 5X and 8X Expected to Drive Future Growth in Africa

Dassault Aviation presented its large cabin, long range Falcon 7X at the Africa Aerospace & Defence Expo, held in Gauteng, South Africa last month. AAD is billed as the foremost exhibit of aviation technology in the African continent. More than a third of Africa's business jets and some of its biggest operators are based in South Africa. Nearby Angola, along with Nigeria, is one of its fastest growing markets.

"Sub-Saharan Africa is an area of fast growth and industries such as mining, oil and gas and agriculture are booming which provides expanding demand for business aviation," said Gilles Gautier, vice president, Falcon Sales for Dassault Aviation. "Falcons, with their exceptional short field and hot-and-high performance and low operating economics, are ideal for the tough conditions and vast expanses of this market."

Among their many advantages, Falcons can access challenging airports where competitors are unable to operate or can operate only with limited range. For example, all in-production Falcons are approved for operation at London City Airport – one of the world's most restricted airports. Falcons are also exceptionally sturdy – a strong selling point in Africa, where the average age of business aircraft is higher than elsewhere.

These features have enabled Dassault to capture a commanding 33 per cent share of the African market and a quarter of the large cabin segment. The popularity of the Falcon line is not limited to the business community, government users operate 30 per cent of the Falcons on the continent. Dassault recently celebrated the rollout of the 250th 7X – the fastest any Falcon jet has ever reached this milestone. ||