

# Business Standard

India Aviation

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**“The Falcon 5X represents our biggest investment and demonstrates our commitment to maintaining the technology leadership** **ERIC TRAPPIER** Chairman & CEO, Dassault Aviation

## FLYIN' HIGH, HIGH, I'M A FALCON IN THE SKY...

**Like this bird, Dassault Aviation's Falcons are soaring the skies and achieving success in the medium and long-range section**

**I**T'S A STUNNING VIDEO MADE over snow-capped mountains in Europe. It shows four Dassault planes – a Falcon 2000S, a 900LX, a 7X and a Rafale fighter jet – in perfect harmony. What a fitting way to celebrate the 50th anniversary of Dassault Falcon Jets, the company's prized brands.

It's been a long flight for Dassault Aviation, a subsidiary of Dassault Group. It was way back in 1963 that Dassault's first business jet was envisaged – the iconic Mystère 20. Of these, 50 were ordered by PanAm. Today, Dassault Aviation is known for its mid-to-large-sized Falcon jets. The latest to come out will be the Falcon 5X, scheduled for delivery in 2017.

Dassault Aviation, incidentally, is a French private international group, and one of the rare ones still owned by its founding family and bearing its name.

Ever since its genesis, Dassault Aviation has delivered more than 7,500 civil and military aircraft to 75 countries. Few aerospace manufacturers have mastered the technologies of combat aircraft and business jets (Rafale, Falcon and nEUROn family of jets) with such felicity. Therefore, it has expertise in a wide range of activities – design, development, production and sales.

The financial results of Dassault Aviation for 2010 show net sales of €4,187m and the total number of Falcon deliveries as 2,105. According to the Directorate General of Civil Aviation website, there are eight Falcons flying in India and the customers include GMR, GVK, Bajaj, Poonawalla and Reliance.

While these planes are assembled in France, they end up in Little Rock, Arkansas, where the interiors are hand-

crafted as per specifications. Like a typical falcon which evokes images of speed and the killer instinct, Dassault's Falcons too are world leaders in the field of business jets. The range extends from the Falcon 7X, Falcon 5X, Falcon 900LX, Falcon 2000LXS to Falcon 2000S with a maximum range from 5,950 nm to 3,350 nm and maximum operating altitude ranging from 51,000 ft to 47,000 ft.

While its stable of Falcons are many, Dassault's ultra-long range Falcon 7X evoked more than just passing interest at the recent Abu Dhabi Air Expo 2014. It is the first business jet with a fully-dig-



### FALCONS HAVE PROPELLED DASSAULT TO THE TOP OF THE WORLD OF B-JETS

ital flight control system. More than 40 planes of this range have been sold worldwide, thanks to its exceptional comfort, flexibility and efficiency. The 7X is the fastest-selling Falcon model in the Middle East, accounting for more than 40% of sales.

The Falcon range of business planes has propelled Dassault to the top of the cut-throat world of business aviation. While reports say that exports have averaged 73% of sales, the Falcon 7X alone has accounted for 63% of total sales. Falcons are made of titanium alloys, magnesium, composite laminates, hybrids and alloys, making them lighter, stronger and more durable.



As more and more Indian companies turn to business aviation, often, their plane of choice is a Dassault Falcon, known for its big cabins and the distance they can fly. Of the new Falcon orders from India, it is believed that half are for the Falcon 7X, the first business jet with a fully-digital flight control system. Dassault's growing Falcon fleet in India necessitated the opening of distribution centers in Chennai and Mumbai.

The Falcon 7X can fly a range of 5950 nm at a cruise speed of 488 kts. It can carry 12-16 passengers and its cabin has a height of 6.2 ft and width of 7.7 ft. Production on it started in 2007 and the number of active planes is believed to be 170. At an approx price of \$52,300,000, it is an aspirational plane, all right.

Known for its elegance, efficiency, and performance, the plane is a cool 76 ft long and 25 ft high. It has a wing span of 86 ft and a maximum takeoff weight of 70,000 lb. It is designed to fly 5,950 nm, linking Paris-Tokyo, Shanghai-Seattle, New-York-Jeddah, and Johannesburg-London. Its unique wing design allows each jet to land at a slow-

er speed than similar jets in its class.

The approach speed of the 7X is only 104 knots so it can land and stop in just 2,070 ft, making many small airports accessible. What's more, its fuel consumption is 15-30% lower than other jets in its class. Three Pratt & Whitney PW307A engines power the 7X, delivering 6,400 lb of thrust each.

The state-of-the art Falcon 5X is also a plane many are waiting for. This is the biggest and most advanced Falcon. The numbers say it all: an unprecedented six-foot, six-inch cabin height, a top speed of .90 Mach, a range of 5,200 nautical miles and the lowest fuel consumption in its category.

That's not all. It is a truly wireless world in there as passengers can view entertainment content and news on iPads, and streaming content from tablets can be transferred to cabin monitors. One can comfortably go on long flights and still get off the plane feeling daisy-fresh. That's what business travels demands, after all.

For India, the Falcon 2000S is ideal in the mid-size segment. It got its certification recently. Already 10 have been delivered since deliveries began in April 2013. It can land and takeoff at steep angles, low speed, high altitudes and high temperatures, making it ideal for Indian conditions. The 2000S needs just 2,315 feet of runway.

So what are waiting for? Go ensnare the Falcons.



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## A COMMERCIAL FEATURE

Falcon 5X



Falcon 7X



Falcon 900LX



Falcon 2000LXS



Falcon 2000S



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is the number of ultra-long range Falcon 7X sold worldwide. It's the first business jet with a fully-digital flight control system and exceptional comfort and efficiency. It's the fastest-selling Falcon in the Middle East, accounting for more than 40% of sales