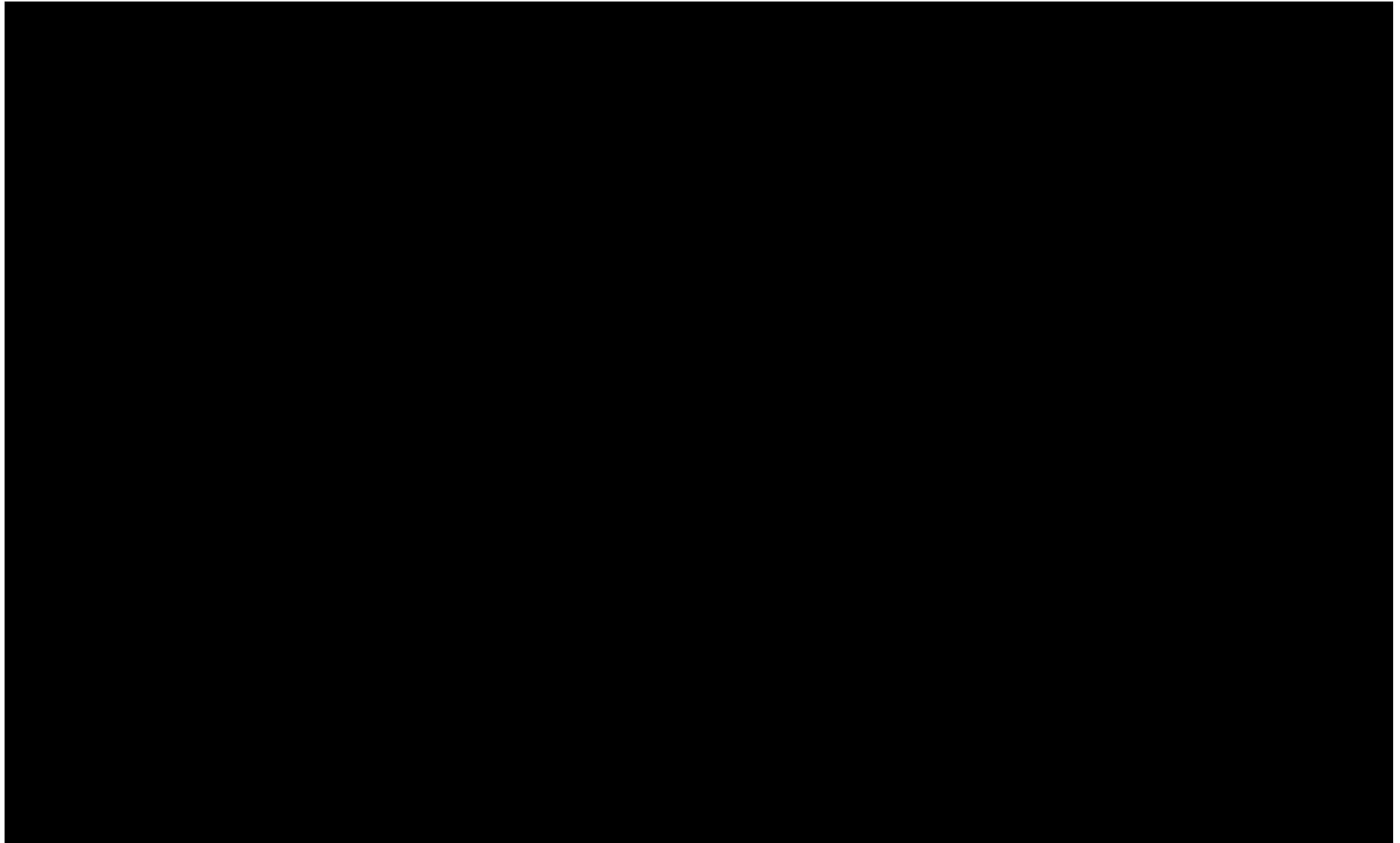


***TAXI Please !!!***



**ETIRC Aviation S.à.r.l.  
Drs. Matthijs de Haan MBA**

# The USA 2004 ...



## Our Vision ...

**...A world where direct,  
on-demand point to point  
jet air transportation ,  
is a commercial reality...**

## A new business model in Air travel ...

That:

- Is based on *larger* fleets of *smaller* aircraft
- Operates within strict *Regional* boundaries
- Focused on cost-effective *no frills* transportation
- Employs *100% automation* of scheduling and planning

**We call this: on demand Air Taxi**

# VLJ market drivers...



## Very Light Jets:

- Lower operating cost
- Short runways
- Performance and Safety

**Air Limo / Taxi opportunity**



Transit: 18%

## Inefficient Business Travel



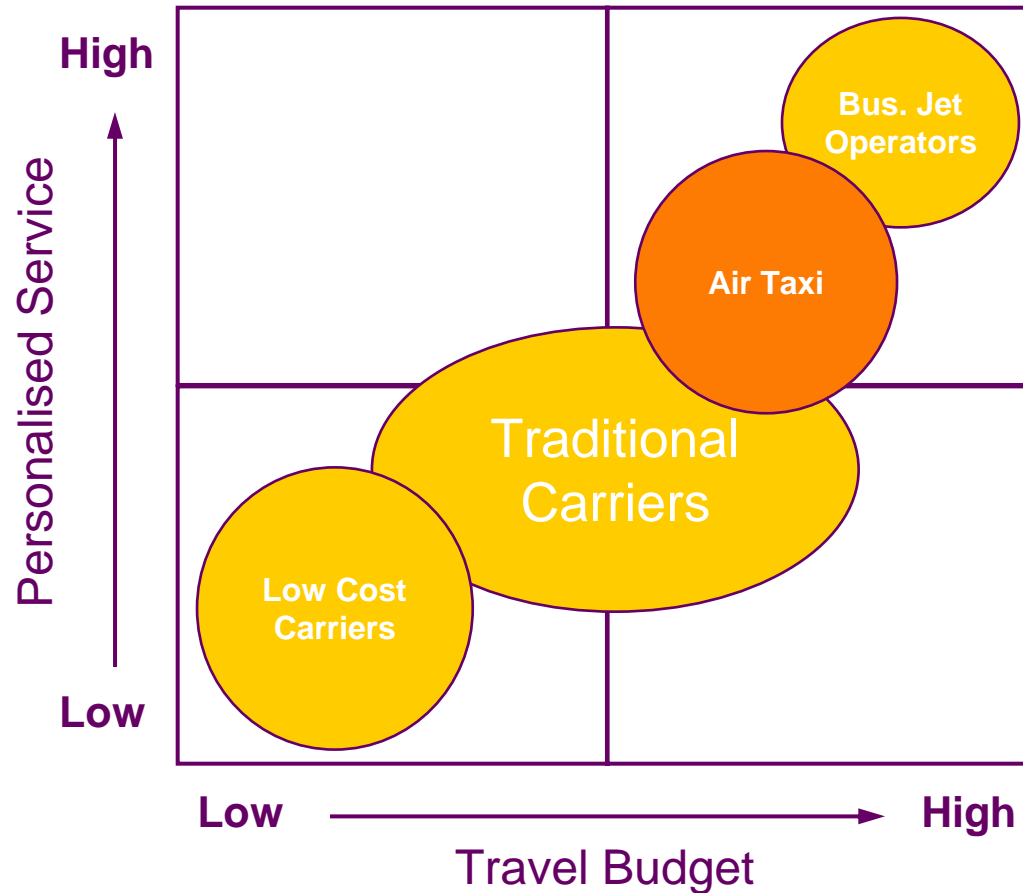
Waiting: 53%



Flying: 29%

**VLJ's facilitate personalized business aviation**

# AirTaxi Opportunity ...



**VLJ Air Taxi's fill the gap in personalized business aviation**

## Why now ...

- **Rapid technology evolution of last decade enables**
  - **A new class of aircraft**
  - **A new category of service**

**Highly  
Efficient  
Engines**



**Innovative  
Manufacturing  
Techniques**



**Integrated  
Avionics**



**Real-Time  
Operations  
System**



# VLJ's in Europe ...

FT.com

**Embraer wins first Phenom order in Europe**  
By Doug Cameron in Chicago and John Murray Brown in Dublin  
Published: 3/5/2006 | Last Updated: 3/5/2006 16:55 London Time

Embraer on Wednesday secured the first European order for its Phenom business aircraft, highlighting the growing appeal of the new breed of very light jets to corporate users and air-taxi companies.

The Brazilian manufacturer plans to deliver the first Phenom 100 aircraft in 2008, and is currently...

Press Release

Press Contact  
Cory Canada  
Eclipse Aviation Corporation  
505-744-0011  
cory.canada@eclipseaviation.com

**Eclipse Aviation Corporation Secures Agreement from Aviaci AG for Purchase of 112 Eclipse 500 Jets**

Revolutionary aircraft to enable new model of European private jet travel

ALBUQUERQUE, NM — May 28, 2002 — Eclipse Aviation and Aviaci AG, a Switzerland-based international jet club, have entered into an agreement for the purchase of 112 of the advanced new Eclipse 500 very light jets.

**TRAVEL**

CNN business traveller IN ASSOCIATION WITH INTERCONTINENTAL

**Light jets promise air revolution**

Private aircraft no longer just for rock stars

Friday, March 31, 2006 Posted: 1449 GMT (2249 HKT)

LONDON, England (CNN) -- Once reserved for the seriously rich or the seriously rock 'n' roll, private jets will soon be within easier reach, thanks to a new breed of low-cost lightweight planes that are expected to revolutionize the corporate aviation sector.



The Eclipse 500 is one of a new wave of very light jets.

DATE: 03/05/06  
SOURCE: Flight Daily News

**EBACE opens with \$250m sales bonanza topped by 50 Embraer Phenom 100 VLJ orders**

The European Business Aviation Conference and Exhibition (EBACE) opened at lunchtime today with a trio of major orders worth more than a quarter of a billion dollars.

Top of the bill was Embraer, which signed a European fleet launch customer for its Phenom 100 very light jet.

Then Cassna announced the sale of seven Citations to the Middle East with a combined value of more than \$95 million. The order frenzy was rounded off with Bombardier's announcement of an Asian launch customer for the Challenger 605.

It is Swiss start-up Jetbird that has ordered 50 Embraer Phenom 100 VLJs and optioned a further 50 aircraft. The \$140 million contract allows Jetbird to scale up to the Phenom 300 light jet. Should Jetbird take this option, the contract would be worth \$280 million. The Swiss company should take delivery of its first Phenom in 2009.

Jetbird is developing Europe's first low-cost, on-demand executive jet service, running initially from Zurich in 2009 and is planning to expand into other European cities. Mauricio Botelho, Embraer's president and chief executive, speaking at the show earlier today, said: "One year ago today we launched the Phenoms. We said at the time that Embraer had identified new opportunities to respond to market needs. There is a significant potential for a portfolio expansion to respond to market needs. There is a significant potential for a portfolio expansion to respond to market needs. There is a significant potential for a portfolio expansion to respond to market needs."



Pulling a deal out of the bag...Domhal Slattery, chairman of Jetbird centre with Embraer's Mauricio Botelho and Luis Carlos Affonso

**Flight Home**

You are in: Home > News Article

DATE: 14/02/06

SOURCE: Flight International

**Branson sets sights on Virgin air taxi business using Eclipse 500 very light jets**

Having courted success in various transport-based ventures including airlines, space tourism and balloon travel, Virgin Group chairman and entrepreneur Sir Richard Branson is turning his attention to business jets. Branson is mulling a Virgin-branded air-taxi service, and is eyeing the Eclipse 500 very-light jet. "The Eclipse 500 will transform air travel," he says, adding: "An air-taxi service concept has been pitched to us and our team are looking at it." Eclipse says Branson expressed "an interest" in the aircraft during a visit to the AirVenture show in Oshkosh last July. "Branson sat in the aircraft and later had dinner with [Eclipse president and chief executive] Vern Raburn." Eclipse has around 2,200 orders for the \$1.3 million Eclipse 500.



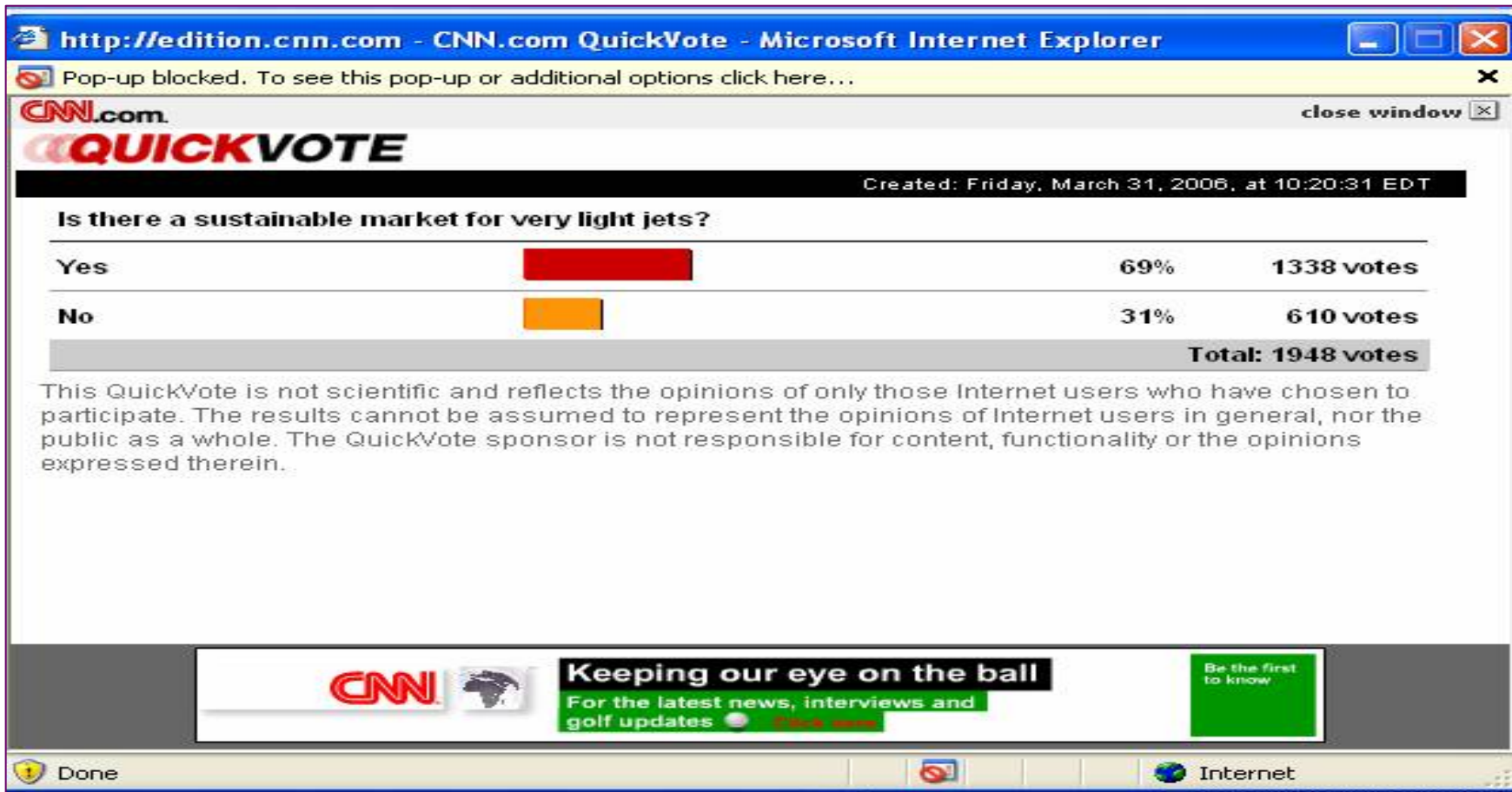
Spread the word: related bookmark it! diggit! reddit!

**Minivliegtuig verandert luchtvaart**

De 'Nieuw Stijle Jet'... Groot zakenvliegtuig het grootste... Werk in Nederland

Year	Value
2000	~100
2001	~150
2002	~200
2003	~250
2004	~300
2005	~350

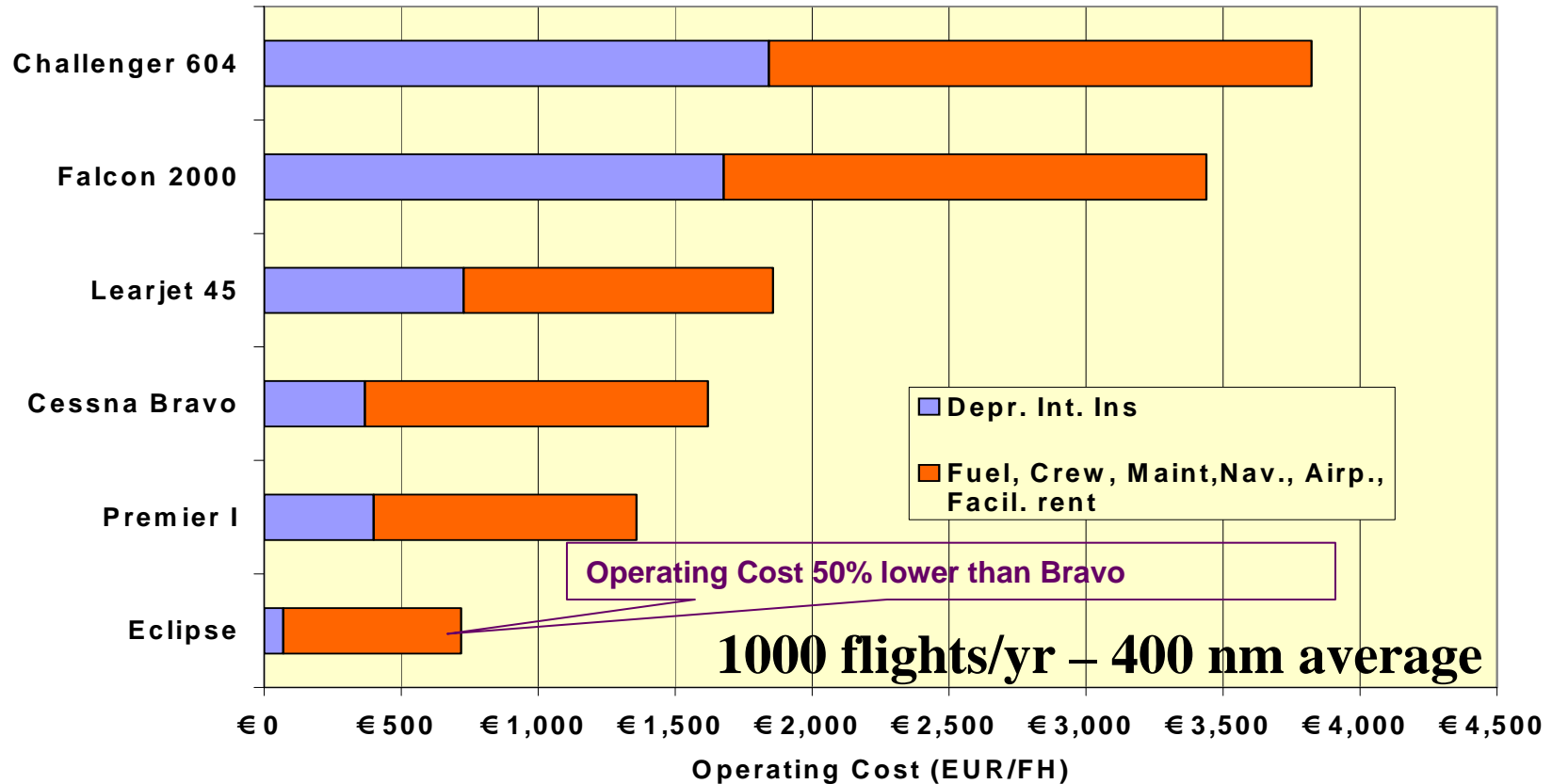
## VLJ's favorable public perception ...



everybody talks about them

Symposium Het nieuwe zakelijk vliegen in Europa  
EHLE May 10<sup>th</sup> 2007

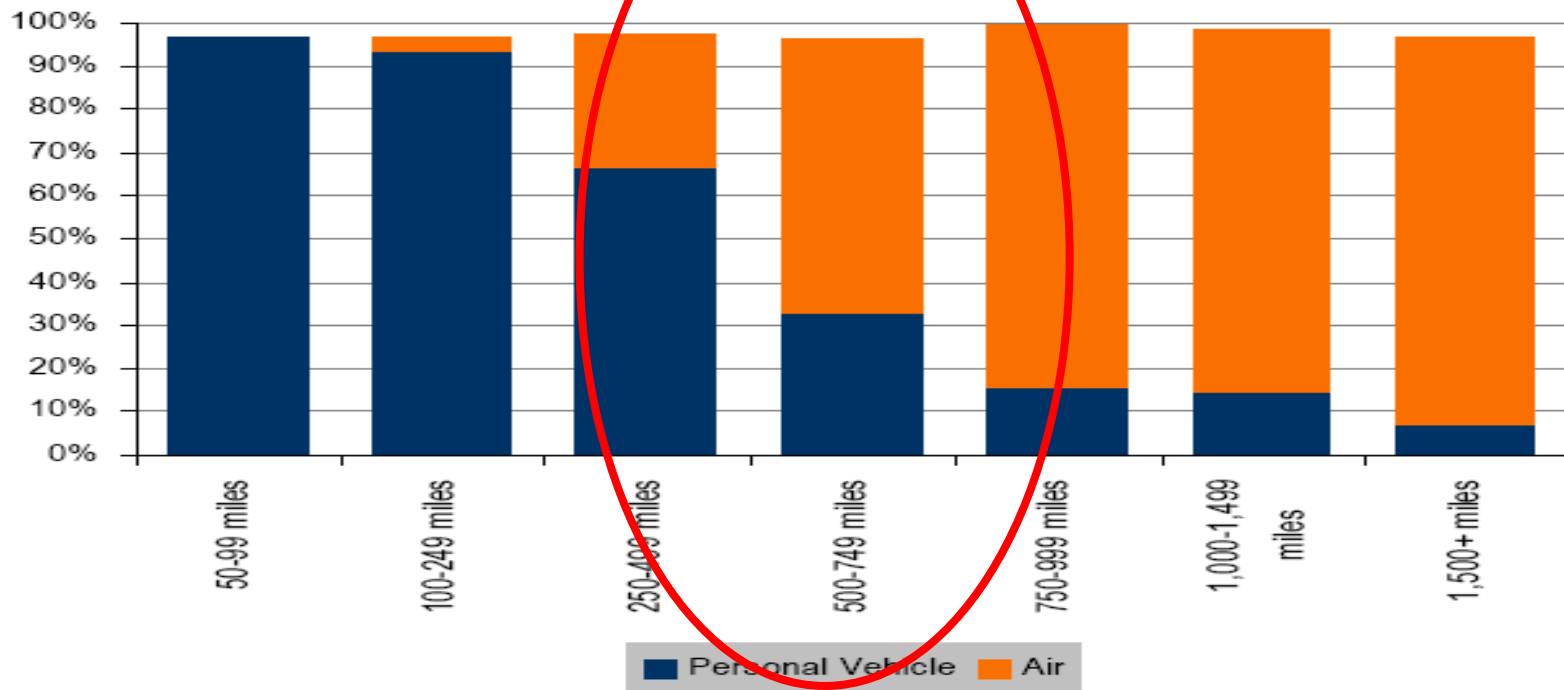
# Air Taxi financial ratio ...



**The lower operating cost enables the business model**

# European Business Aviation ...

**Chart 11: Personal Vehicles is Dominant Transportation Mode for Travel < 500 miles**



Source: Bureau of Transportation Statistics

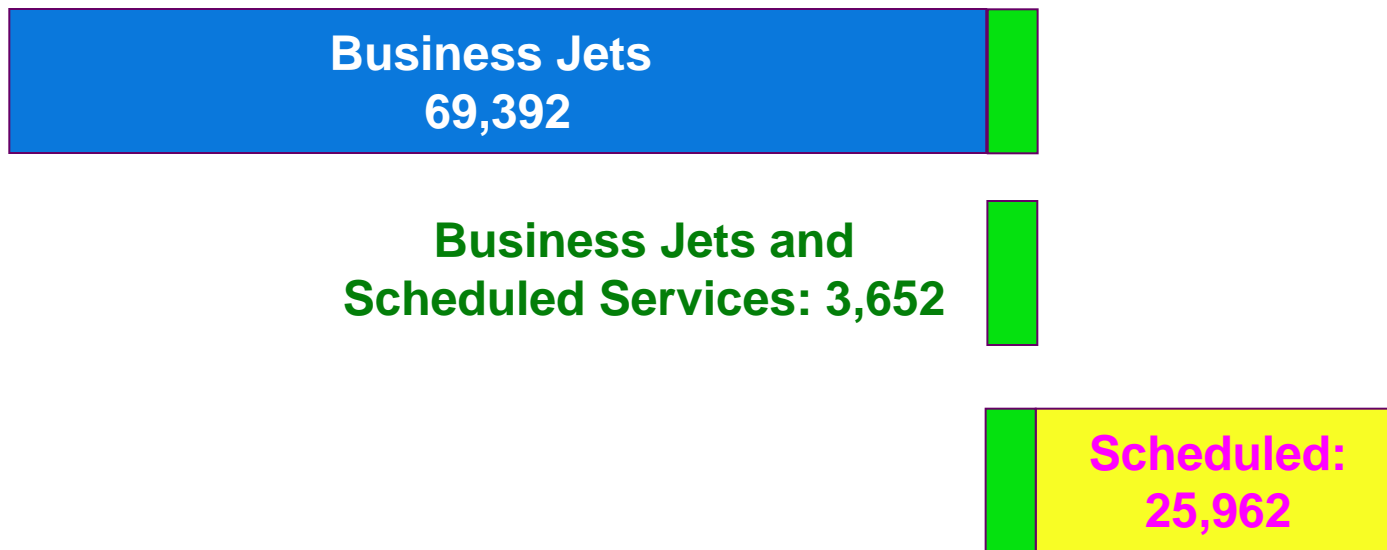
**Competing against car, train and air**

## Top 500 business aviation routes...



**European Business Aviation is not overlapping airline networks**

## In Europe business jets fly where airlines don't ...



source: Eurocontrol

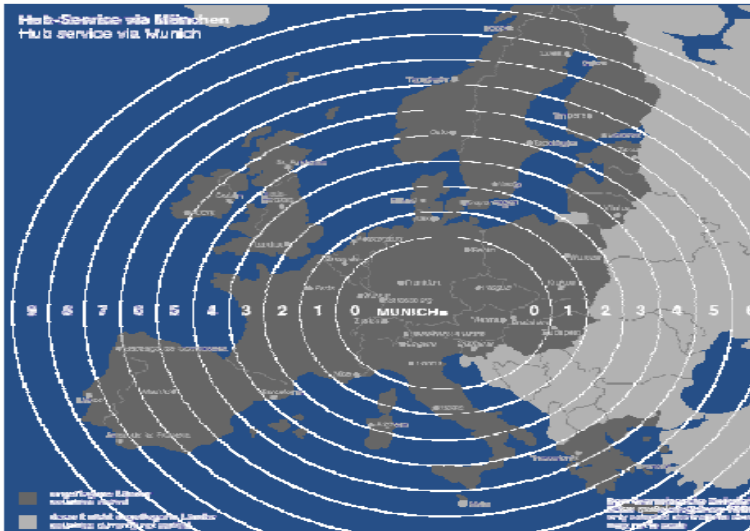
**only 5% overlap in airport pairs flown**

# Potential Airports ...

Lufthansa Private Jet offers over 1,000 additional destinations within the EU, Switzerland and Norway for Hub or Point-to-Point Services

- Fixed price by fare zones
- No costs for positioning nor extended flight times
- Non-Stop flight up to Zone 9 (with 1-2 Passengers)

**Point-to-Point Service**



Lufthansa Private Jet

BATM Event, Brussels, 15-09-05

19

There's no better way to fly.



**Potential number of VLJ airports in Europe:  
1178 civilian airports with paved runways > 600m**



*...thanks having you onboard!*