

### EDITORIAL NOTE

**By Fouad Attar**  
Deputy President,  
Head of Commercial  
Airbus Middle East



To quote John Leahy, Chief Operating Officer - Customers, 'What an air show!'. The Paris Air Show, proved a great success for Airbus. Orders and commitments for 730 aircraft were announced – a record for any manufacturer at any air show in history.

Orders were placed for A320 Family, A330s, A350 XWBs, A380s, and but the undoubted star of the show was the A320neo which has already won a total of 1029 commitments in the past six months.






The vote of confidence from airlines and lessors in the A320neo illustrates the excellent market appeal and acceptance of the aircraft.

In addition, Airbus Middle East was pleased to see repeat orders from both Saudi Arabian Airlines for 4 A330-300s plus 4 options, and ALAFCO for 6 more A350 XWBs.

*Fouad Attar*



#### At Le Bourget 2011

-  Saudi Arabian Airlines orders 4 new A330-300s and 4 options
-  ALAFCO orders further 6 A350 XWBs and signs MoU for 30 A320neo aircraft
-  Sri Lankan Airlines takes delivery of a new A320
-  RAK Airways to take its first A320 on lease
-  Yemenia receives its first Airbus A320

## Phenomenal success for Airbus at the Le Bourget Air Show

At Le Bourget Airbus recorded about \$72.2 billion worth of business representing a total of 730 aircraft. The A320neo proved a great success. Orders and commitments flowed in from all corners of the world with two significant 737 operators – SAS and Garuda Indonesia opting to commit to the A320neo.

The appeal of the A320neo, was again illustrated by the fact that such diverse operators and lessors chose to commit to the A320neo. Airlines as diverse as Avianca, LAN Chile, JetBlue, SAS in Europe, AirAsia, Cebu, Garuda, TransAsia, Go Air and Indigo all opted for the A320neo Family. In addition, many purchased A320 Family aircraft to be delivered prior to the A320neo. The order from AirAsia for 200 A320neo represents the largest number of aircraft ordered in one deal.

There was a strong commitment from the leasing community with ALAFCO, ALC, GECAS, and CIT all placing commitments for a large amount of A320neo.

Airbus President and CEO, Tom Enders, was moved to comment "Le Bourget 2011 is a strong confirmation of our product strategy. With over 1,000 commitments just half a year after launch our A320neo is a real bestseller."



Despite the limelight given to the A320neo, the A380 gained 12 more orders, ALAFCO ordered a further 6 A350 XWBs and the A330 continues to appeal to the market, recording another 11 orders at Le Bourget including 4 from Saudi Arabian Airlines.

## The world comes to Dubai for the 17<sup>th</sup> Global Performance and Operations Conference

Held in Dubai, from 9<sup>th</sup> to 13<sup>th</sup> of May 2011, this conference was attended by more than 260 customers, representing 92 airlines from around the world. From Airbus, nearly 80 presentations were given on various subjects including:

- 'Going Digital' projects
- Operational Landing Distances
- EFB

For the first time, Airbus introduced new types of sessions called 'Sharing Experience Roundtables'. A pre-selected panel of three to five participants were on stage, debating on a list of topics, and moderated by an Airbus specialist. The rest of the audience had the opportunity to express their points of view. This open exchange on the importance of Flight Ops' topics has received a very warm welcome by the participants.

The outcome of the 17<sup>th</sup> Global Performance and Operations Conference in Dubai has been very positive and the teams at Airbus Customer Support & Services look forward to similar successful future conferences.



To read more on this, please check out the next issue of Airbus FAST here.