



SECURE TRAVEL



COMFORTS OF HOME

## THE EXECUTIVE GUIDE TO PRIVATE AVIATION AND BUSINESS TRAVEL



COMFORTS OF WORK



MEMBERSHIP PROGRAMS



**The private-aviation sector has recently come out of the most severe economic downturn in its history.** After a decade of heady expansion, with the entry of many start-ups, what has emerged is a smaller, leaner and more client-focused industry. The remaining players have weathered the economic storm by steering their business models in more consumer-friendly directions.

Firms that originated jet cards have simplified their programs. Fractional providers have created hybrid programs that offer the benefits of a company-managed fleet while eliminating long-term commitments. Jet manufacturers are building faster, more efficient, and ever-more comfortable business jets in the light-jet categories. Other providers are expanding fleet sizes, but focusing on the models that best suit their clients' needs.

One message is consistent across the industry: Private fliers are quickly returning to the skies again. The marketing cliché, "there's never been a better time to fly," has merit in today's aviation market. While companies are reporting their busiest schedules in five years, the fact that aircraft supply still outweighs demand provides consumers with ready access to the best business jets in charter or fractional. Industry consolidation has also shaken out many wannabe providers. Those that remain have the business plans and financial mettle to inspire client confidence in their long-term futures.



# HONDAJET

**THE REVOLUTIONARY DESIGN IS NOT ONLY FASTER AND MORE FUEL-EFFICIENT THAN ANY OTHER LIGHT JET, BUT ITS ERGONOMICS AND VALUE COULD CREATE A NEW CLASS OF OWNER-PILOTS.**

**Judging from its best-in-class numbers**, the new HondaJet is business aviation's first legitimate design breakthrough in the light-jet category in many years. Its top cruise speed of 420 knots is 10 percent faster than any other aircraft in its class. At the same time, it delivers up to 17 percent better fuel efficiency than competitive aircraft. Add to that the largest-in-class cabin, 66 cubic feet of cargo space, 1180-nautical mile range, and a landing distance of less than 3,000 feet, and the HondaJet becomes a legitimate game-changer.

"I envisioned great potential for an airplane that could have both high fuel efficiency and high speed, without sacrificing cabin volume and luggage space," says Michimasa Fujino, president and CEO of Honda Aircraft Company. "I knew if we could achieve these, users of light jets would greatly increase."

Fujino is a passionate believer in the growth of business aviation through smart design. After presenting his ideas for the HondaJet in 1997, Fujino's dreams to create a light jet that would advance aviation are now nearing completion.

The HondaJet design has been tested, patented and proven, and Honda Aircraft Company now has a state-of-the-art manufacturing facility in Greensboro, North Carolina. Honda Aircraft's complex includes a global R&D center, and personnel from more than 40 countries dedicated to the engineering and manufacturing of the new aircraft. It will open a new dedicated customer service facility later this year.

The manufacturer passed another testing milestone in May when its fifth FAA-conforming jet took its first

flight. The blue HondaJet, wow-ing crowds at last summer's EAA AirVenture 2013, will be used for testing the first production cabin. "The program is steadily approaching the final phases of flight testing, and our manufacturing has now transitioned to the production of customer aircraft," says Fujino.

Clients are confident knowing they are partnering with Honda. Not only does the Japanese corporation offer financial stability, but the knowledge that it is committed to creating high-quality aircraft with a good value quotient. "My hope with the HondaJet is to get more people into aviation by bringing new value to the market," says Fujino.

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The value proposition included making the cockpit more intuitive, ergonomic and user-friendly than other business jets on the market. HondaJet partnered with Garmin in designing the G3000 avionics suite. The system enhances navigation, flight planning and control. "If the jet is easy to fly, people will want to fly it themselves," says Fujino.

HondaJet also pioneered the patented Over-The-Wing Engine Mount (OTWEM) design, calling on more than 20 years of R&D to perfect the innovative concept. Taking the engine over the wing is effectively a paradigm shift for business aviation,

creating a quieter, more spacious cabin while dramatically increasing fuel efficiency. HondaJet also uses a carbon-fiber composite fuselage that is significantly lighter and less prone to long-term fatigue. Natural-laminar flow technology in the main wing airfoil and fuselage nose also reduces drag, helping to deliver HondaJet's best-in-class speed. HondaJet expects FAA certification by the end of 2014.

## CREATING A BEST-IN-CLASS CABIN WHERE EVERY INCH COUNTS

The HondaJet boasts the fastest cruise speed, highest altitude, and best fuel efficiency in its class. But HondaJet's engineers were also meticulous about gaining every possible inch of interior space to create the largest light-jet cabin. So much so that they made the distance from the back of one passenger seat to another at 86 inches—the difference between a comfortable flight and knocking knees with another passenger.

The designers were equally adamant about designing the largest cargo hold in its class. Features like a private lavatory, four multi-axis seats (a five-seat configuration is optional), and a whisper-quiet interior raise the HondaJet's comfort factor to the top of its category.



888.453.5937  
[www.HondaJet.com](http://www.HondaJet.com)



# HondaJet



## OTWEM

THIS NEW TECHNOLOGY IS THE REASON FOR YOUR NEW JET.

A breakthrough in aircraft engineering, the Over-The-Wing Engine Mount (OTWEM) is a revolutionary design that you'll find only on the HondaJet. With OTWEM, expect a quieter, faster ride with greater fuel efficiency, more cabin space and a fully private aft lavatory. Just a few more reasons you'll want one.

See OTWEM in action at [hondajet.com](http://hondajet.com).

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HondaJet





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