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Hawker Beechcraft Capitalizes on Expanding Market in Brazil



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BY TEXTRON AVIATION

Hawker Beechcraft Corporation (HBC) said today that Brazil has become a leading market for the company's entire product line, and as the business jet population here flourishes into one of the largest in the world, so too grows the Hawker Beechcraft fleet.

From 2001-2010, the number of business aircraft delivered in Brazil has increased by more than 170 percent, according to JETNET research. Hawker Beechcraft has capitalized on this growth in the last five years and has seen this market grow to its second largest in terms of deliveries outside of the United States.

"Hawker Beechcraft represents more than 40 percent of the business aircraft turbine population in Brazil in the markets in which it competes," said Richard Emery, president, Hawker Beechcraft Americas. "The recent Brazilian certification of the Hawker 4000 will certainly boost our presence in Brazil."

In October 2011, the Hawker 4000 became the first composite super-midsized business jet to receive Brazilian Type Certification from the National Civil Aviation Agency of Brazil (ANAC). The aircraft is ideally suited for Brazil; it can travel anywhere non-stop in South America from São Paulo and provides access to the southeast coast of the United States and Europe with one-stop. The Hawker 4000 is also capable of operating on shorter runways commonly found in the region.

This week, the company launches a nine-day Latin American tour with the Hawker 4000 starting in São Paulo with stops scheduled in Argentina, Chile, Colombia, Panama and Mexico.

The composite fuselage Hawker 4000 sets the standard for quality, performance and value in the super-midsized business jet class. With a 3,280 nautical mile non-stop range and cruise speeds up to Mach 0.84, it features a sophisticated corrosion resistant composite fuselage, all metal supercritical wing, powerful Pratt & Whitney Canada FADEC-controlled engines and state-of-the-art Honeywell Primus EPIC avionics. It also has enhanced situational awareness and flight management systems, backed by real-time system monitoring and status. Ideally suited for long-range operations or long oceanic flights, the Hawker 4000 is equipped with dual IRS (Inertial Reference Systems), dual air-cycle machines and dual auto throttles.

In 2011, Hawker Beechcraft introduced the Block-Point Upgrade program on the Hawker 4000. The Block Point Upgrade (including “Honeywell Load 20”) covers upgrades to the avionics, engines and other flight control systems. It enhances crew convenience, aircraft performance and reliability.

“This is the first time we will be bringing the Hawker 4000 with the new upgrades and enhancements to the Brazilian market,” Emery said. “The Hawker 4000 offers travel flexibility with tremendous range and payload, making it perfectly suited for this region.”

Hawker Beechcraft Corporation is a world-leading manufacturer of business, special mission, light attack and trainer aircraft – designing, marketing and supporting aviation products and services for businesses, governments and individuals worldwide. The company’s headquarters and major facilities are located in Wichita, Kan., with operations in Little Rock, Ark.; Chester, England, U.K.; and Chihuahua, Mexico. The company leads the industry with a global network of more than 100 factory-owned and authorized service centers. For more information, visit www.hawkerbeechcraft.com.



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