

Talking Points for European Business Aircraft Owners

An investment in knowledge always pays the best interest. - Benjamin Franklin

The great challenge in operating corporate aircraft in a faulty economy is not the use of business aviation, but the inability of users to articulate the benefits for doing so.

This is what the "Big 3" US automakers discovered when confronted during their congressional hearing. This is what plagued finance CEOs under scrutiny for taking delivery of business jets to help them conduct business; not to jet off to holiday destinations as press reports implied. It's even what dogged British Foreign Office officials who used business jets to fly to Guantanamo Bay to meet with Binyam Mohamed before his return to Britain.

Let's face the facts, in light of a rash of negative publicity, questions will likely be asked about your business aircraft use. Are you, however, prepared to answer them?

The European Business Aviation Association (EBAA) would like to offer the following Talking Points to help you prepare for lines of questioning related to the use of corporate aircraft:

They say: Business aircraft are a luxury.

You say: Business aircraft provide efficient, productive and secure business travel. Business aircraft allow sales and marketing teams, engineers and executive leadership to attend multiple meetings in multiple destinations within the course of one or two days, to get contracts signed and develop new business. Not all destinations are adequately served by commercial airlines, or on schedules in line with business needs. In fact some trips can be completed in days with a business aircraft that could take a week or more by airline.

Furthermore business aircraft allow us to be productive in-flight. Privacy is guaranteed for sensitive company discussions while en route, and office-in the sky technology allow faxing, emailing, phoning, conferencing and more with the same ease and privacy as had in offices on the ground. Business aircraft are not a luxury but are rather just another business communication tool – an air transport option tailored to the specific needs of companies, providing efficient, productive and secure business travel when and where business needs rather than airline schedules dictate.



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They say: Business aircraft are used by fat cats and celebrities.

You say: The vast majority of business jets are owned by small and midsize companies and governments for business purposes. In Europe, less than 3% are owned privately.

They say: Business aircraft are environmentally irresponsible.

You say: The European business aviation fleet is one of the youngest and therefore most advanced and environmentally friendly in the world. Business aircraft also fly only to task to meet specific business needs, not on pre-determined schedules, regardless of how many passengers need to travel or for what purpose. As such, they represent less than 1% of aviation emissions, and improvements are being made continuously in airframe and engine design, and manufacturing and operating procedures. Moreover, because it also enables high productivity and revenue generation, business aviation is a sustainable activity.

They say: Business aircraft are unsafe.

You say: Business aviation has been proven to be one of the safest forms of transportation. Corporate flight crews are as skilled and rigorously trained as commercial airline crews. Furthermore, many corporate flight departments follow international standards and best practices for business aircraft operations established by the International Business Aviation Council.

They say: Business aircraft are privately flown and therefore could pose a security risk.

You say: Business aviation is secure by nature. In the case of company-owned aircraft, passengers are known to each other and the pilot. In chartered aircraft, passengers are known to each other and the person booking the flight.

They say: The business aircraft industry is insignificant to the European economy.

You say: The business aviation sector contributes upwards of €20bn in annual gross value to the European economy and accounts for more than 164,000 jobs.

(con't)



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They say: Business aircraft cost taxpayers/employees/shareholders millions of dollars.

You say: Business aircraft should not be judged by the cost of acquisition or use, but by the immense value they provide to the company or organization using them. It's widely accepted that "Time is money". It follows then that by getting business passengers to and from destinations quickly and efficiently, whilst allowing them to work productively and securely en route, business aircraft are undoubtedly a cost advantage to the corporations using them.

Moreover, although in the current crisis aircraft residuals have fallen sharply, business aircraft have proven to be one of the safest investments there is and are expected to continue to be so again in the future. Some manufacturers and finance houses even offer guaranteed buy-back prices so confident are they in the intrinsic value of a business aircraft. Thus, the money invested in a business aircraft is certainly not a sunk cost, and buyers can expect to get a large proportion of their purchase price back again at time of sale, as well as enjoying tax benefits during the period of ownership to offset the acquisition cost.

They say: The use of business aircraft by irresponsible executives is part of the current economic problem.

You say: The use of business aircraft by *responsible* executives to win new business and develop new markets is absolutely part of the economic solution.

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