

Business jet market

Business



Embraer foresees a demand for 13, 150 business jets worth some \$201 billion over the next decade, according to its market outlook released this morning. Broken down by segment, the Brazilian aircraft manufacturer's projection includes 3, 380 very light jets; 2, 810 light jets; 1, 230 "midnight" jets; 1, 550 midsize jets; 1, 470 super-midsize jets; 1, 480 large-cabin jets; 920 ultra-long-range jets; and 310 ultra-large jets. The company also noted that if the new air-taxi market takes hold, another 3, 500 to 4, 400 VLJs could be added to its forecast.

Embraer's executive jet division holds a firm order backlog of close to \$4 billion, and firm orders for the Phenom 100 VLJ and Phenom 300 light jet stand at close to 600 aircraft alone. Next year it expects to deliver 30 to 35 super-midsize Legacy 600s, 10 to 15 Phenom 100 VLJs, and two ultra-large Lineage 1000s. In 2009, the production rate of the Phenom 100 and 300 is projected to reach 120 to 150 units combined, and the company plans to deliver four to six Lineage 1000s .

The article presents the news that the Business jet market seems to be booming, with large orders for a variety of Aircraft in the pipeline or coming into the pipeline, thus signifying the emergence of a large buying trend for the aircraft manufactured by the company. The only significant flaw in the article seems to be that the article writer forgot to mention in the flow where all the orders are going, to whom will they be delivered, and who are the major players involved in this major buying spree, or what were the factors involved for making the prediction. Sources must be quoted to verify the information that was the basis for the prediction of the manufacturer, lest it is construed that it is a product of guesswork and speculation.

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References

1. Aviation International News. (2007 November 15)" Embraer Predicts Strong Business Jet Market". Retrieved November 18, 2007. http://www.ainonline/news/single-news-page/articl/embraer-predicts-strong-business-jet-market/?no_cache=1&cHash=424bdSee5c