

POURING IN THE MILLIONS

巨资投入新机型研发设计





Brian T Richards

Director
RegisterAnAircraft.com Ltd.,
Member of the Sovereign Group of companies
RegisterAnAircraft有限公司总监,
Sovereign Group旗下成员公司

Brian T Richards is a well known civil aviation specialist commentator. Based in Europe with a wide knowledge of the global corporate and commercial aviation scene, Brian is also a renowned civil aviation photographer.

Brian T Richards是知名的民航资深评论员。立足欧洲，放眼全球，Brian具备广泛的公务和商用航空知识，同时也是一名享有声誉的民航摄影师。

b-richards@SovereignGroup.com

At a time when the global economy is slowly recovering from the crash of 2008, why are corporate aircraft manufacturers continuing to pour money into new designs and projects? On the face of it, such investment displays a perhaps mis-placed or at least speculative optimism. The reasoning behind it, however, reflects the results of detailed analysis of customer taste and requirements. The crop of latest models shows that manufacturers understand that different geographical markets want different things from a corporate jet.

City pairing advertising is a good place to start. It is no coincidence that Bombardier highlights the capability of its new Global 7000 to fly from Beijing to Washington non-stop with ten passengers when it enters service in 2016. Similarly, a key selling point of the ultra-long range Global 8000 is that it will happily link Hong Kong and New York with eight passengers when it takes to the skies in 2017. All manufacturers do the same – feature pairings from Asian points as prime illustrations of their appeal to a target market that they have seen as vital at each stage of research and development. Gulfstream's flagship G650 and Cessna's Citation X+ were designed specifically for speed with the new G650ER also flying longer and further than the competition.



全球经济陷入2008年经济危机中并复苏缓慢之时，公务机制造商却持续一掷千金，投入大量资金进行新机型的设计和研发，这是为什么呢？从表面看来，这样的投资可能是定位错误或者是乐观的投机行为。但其背后的深层原因却是对客户的品味和需求进行详尽分析后得出的结果。为数不少的新机型展示表明了制造厂家了解不同地区的市场对于公务机的要求各不相同。

把双城直达作为广告卖点是一个很好的开端。庞巴迪强调其旗下将于2016年投入服务的新机型Global7000能够搭载10名乘客，从北京不间断直飞至华盛顿。同样的，具有超长航程的Global8000将于2017年投入航线服务，它的重要卖点是能够搭载8名乘客，不间断从香港直飞至纽约。所有的制造商都在做相同的事情——向目标市场进行介绍时要选取亚洲的几个城市作为主要的双城直达展示点，因为他们了解到这一点的重要性。湾流公司的旗舰机型G650和赛斯纳的奖状X+都是高速机型，而湾流G650ER的飞行航程已经超出预期。





Perhaps the biggest common factor between a host of new models is the promotion of their wide cabin and levels of comfort, and the ability to customise the cabin with ease. As a European commentator I am convinced that Asian buyers in particular are looking for long range, large cabin aircraft above all else. I have this conviction because local pundits tell me that it is true. Apparently, Asian buyers tend to want to travel in larger groups, socialise on board, and hence demand wider cabins than their more circumspect European and American colleagues – a sweeping generalisation if ever there was one! The manufacturers have, however, been listening as well. Dassault's Falcon 8X will offer, the French manufacturer claims, the longest cabin of any aircraft in its class along with up to 30 different cabin configurations. The Falcon 5X, due to enter service in 2017 will offer a larger fuselage diameter and greater cabin volume than the 7X.

For Boeing and Airbus, manufacturers of corporate versions of commercial airliners, space and wide cabins come as standard. Boeing's BBJ Max 8 and 9 will offer ultra-long range capability, and operational efficiency with generous passenger accommodation. The Airbus ACJ318, ACJ319 Elegance and ACJ320 Prestige tick the same boxes. Brazilian manufacturer Embraer's updated Lineage 1000E and Chinese manufactured Legacy 650 are a comfortable world away from the commercial airliners from which they were derived.

Geographical focussing can even be reflected in ultimate branding. On 18 July 2012, Gulfstream announced that it was rebranding its G250 aircraft as the G280. The clear motivation lies in the number "8". G280 represents a more appealing label. There are precedents; it is no coincidence that the base models of the Boeing 787 and the Airbus A380 airliners are both "-800"! ✈



这一系列新机型最大的共通点就是它们宽敞和舒适的客舱以及可以定制设计的内部装饰。作为一名欧洲评论员，我确信亚洲买家特别偏爱航程远和客舱空间宽敞的机型。之所以这样确定是因为当地的权威专家就是这样告诉我的。很明显，亚洲买家都是较大的团队一起出行，在机上进行社交活动，因此相比于欧美客户来说，他们需要更加宽敞的客舱。如今的飞机制造厂家十分注重倾听买家的要求。据法国制造商达索宣称，猎鹰8X将提供同级机型中最长的客舱和30种不同的客舱装饰方案。计划于2017年投入服务的猎鹰5X将提供比7X更大的机身直径和客舱空间。

对于波音和空客来说，在制造商用公务机版本时，宽敞的客舱空间已经成为了标准要求。波音的BBJ Max8和9都将具备超长航程、运行效率高，以及载客空间充裕的特性。空客的ACJ318，ACJ319优雅型和ACJ320贵宾型也具有同样的特点。巴西航空工业公司的升级版世袭1000E和中国生产的莱格赛650都是从商务客机衍生而来的，但与之不同的是，这两款飞机更为舒适宽敞。

地域因素也能影响到品牌的命名。在2012年7月18日，湾流公司宣布将G250飞机改名为G280，最明显的差别就是数字“8”。G280这一名称更能得到买家的好感。在之前，波音787和空客A380都含有数字“8”，这可不是巧合！✈

