



BOMBARDIER CUSTOMER SERVICES OVERVIEW

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BOMBARDIER CUSTOMER
SERVICES & SPECIALIZED
AND AMPHIBIOUS AIRCRAFT

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BOMBARDIER CUSTOMER SERVICES AROUND THE WORLD

1. Our offering
2. Commitment to growth

BOLD DEPLOYMENTS ARE PUTTING CUSTOMERS FIRST

1. Maintenance facility ground breaking in Singapore
2. Evolution of our Authorized Service Facility Network
3. Frankfurt parts facility to become full-service Hub this July

CAPTURING SERVICES MARKET SHARE

1. More than 25-years experience on Bombardier Business Aircraft platforms
2. Tailoring a competitive Q400 aircraft Service Program
3. Key factors of NetJets' 15-year service and support agreement

SEAMLESS EXPERIENCE FOCUSED ON QUALITY

1. Achieving Excellence System driving worldwide safety and quality
2. Services Centre network taking leaps forward
3. Bombardier Aircraft Training offering a key differentiator

AGENDA

GLOBAL PRESENCE FUELS VALUE-ADDED BUSINESS

P&L THAT GENERATES APPROXIMATELY \$1.5 BILLION IN ANNUAL REVENUES
APPROXIMATELY 5000 EMPLOYEES



Parts Services & Smart Services

Spare Parts Sales, Exchanges, Component Repair & Overhaul,
Component & Maintenance Programs



Customer-facing Services & Support

24/7 Response Centres, Field Services, Troubleshooting,
Entry-into-Service support, local offices



Maintenance Services

Network of 9 wholly-owned Service Centres, Response
teams, Authorized Service Facilities



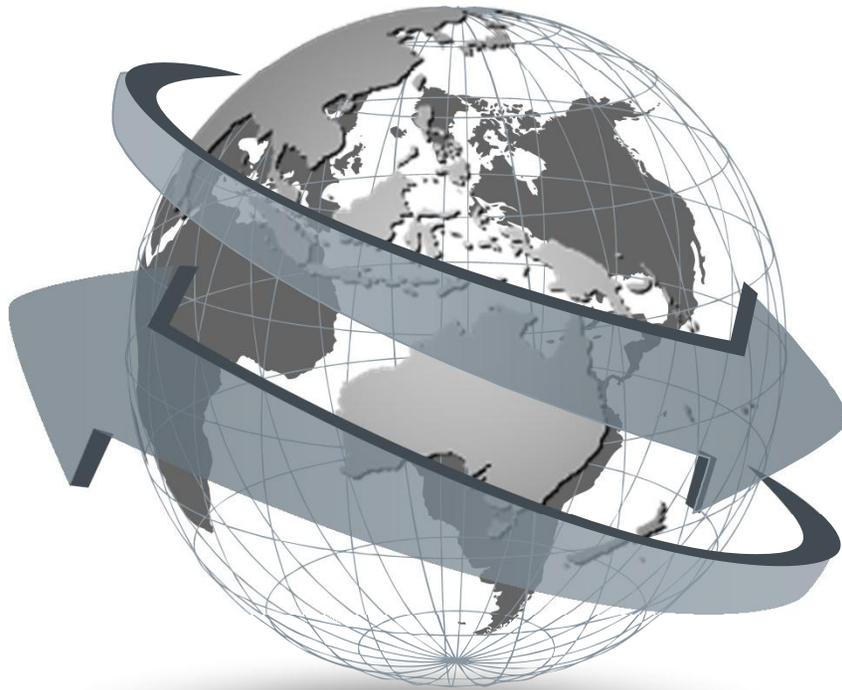
Training Services

2 Bombardier Training Centres and strong Authorized
Training Provider (ATP) relationship with CAE

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SERVING CUSTOMERS LOCALLY, GLOBALLY

OUR PRESENCE



- 4 Customer Response Centres (CRC) and 9 Regional Support Office (RSO) locations
- 10 parts depots on 5 continents
- 9 wholly-owned Bombardier Aircraft Service Centres employing more than 1500 OEM-trained technicians
- More than 55 Authorized Service Facilities across 27 countries
- 2 Bombardier Aircraft Training centers that train more than 6000 pilots and technicians annually

GLOBAL SHIFT IN FLEET GROWTH

INTERNATIONAL TREND DRIVES OUR DEPLOYMENT STRATEGY

BOMBARDIER BUSINESS AIRCRAFT FLEET DEPLOYMENT

	2001 Total	% of total	2012 Current	% of total
North America	2,058	78 %	2,509	62 %
Rest of the world	587	22 %	1,544	38 %
Total	2,645	100 %	4,053	100 %

FLEET HAS BECOME INCREASINGLY INTERNATIONAL IN LAST DECADE

IB Source: Bombardier SBD Analysis Dec 31, 2011 BBA IB: Salesforce.com Marc Lasnier February 2012. Forecast: Business aircraft target deliveries As of May 7th, 2012. 2002 installed base uses 2011 databases net of deliveries occurring after Jan 1, 2002.

BOMBARDIER COMMERCIAL AIRCRAFT FLEET DEPLOYMENT

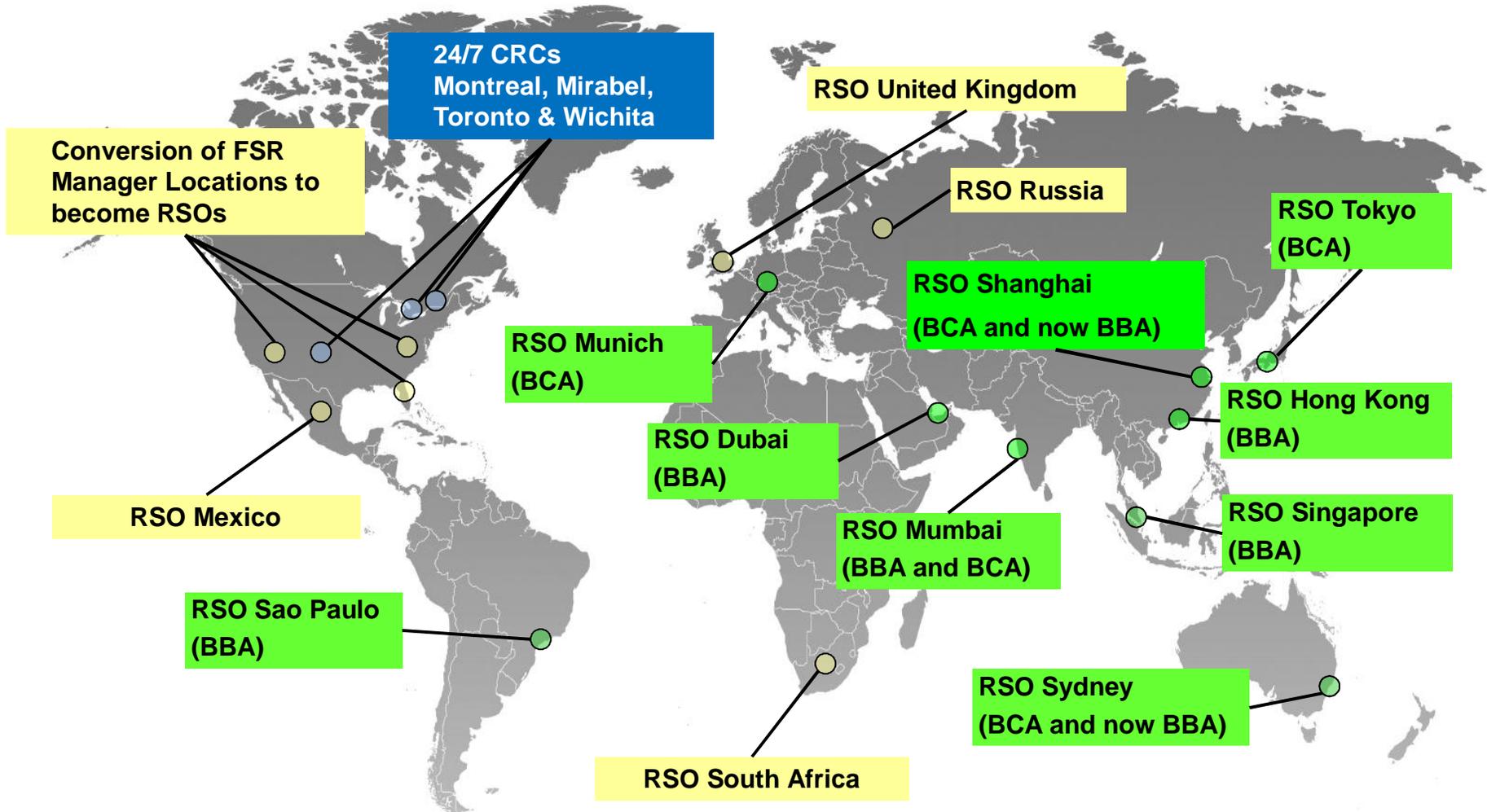
	2000 Total	% of total	2012 Current	% of total
North America	435	55 %	1,428	59 %
Rest of the world	350	45 %	951	41 %
Total	785	100 %	2,379	100 %

FLEET HAS TRIPLED IN SIZE IN LAST DECADE

IB Source: Bombardier SBD Analysis Dec 31, 2011 BBA IB: Salesforce.com Marc Lasnier February 2012. Forecast: BBA Budget planning base Oct 2011. BCA IB: ACAS Fleet iNET pulled Feb 2012. Forecast: BCA Planning Base 10 year older and delivery forecast PESSIMISTIC VERSION - as of April 30, 2012. 2002 installed base uses 2011 databases net of deliveries occurring after Jan 1, 2002.

OUR SERVICES & SUPPORT NETWORK HAS EXPANDED BEYOND OUR NORTH AMERICA AND EUROPE

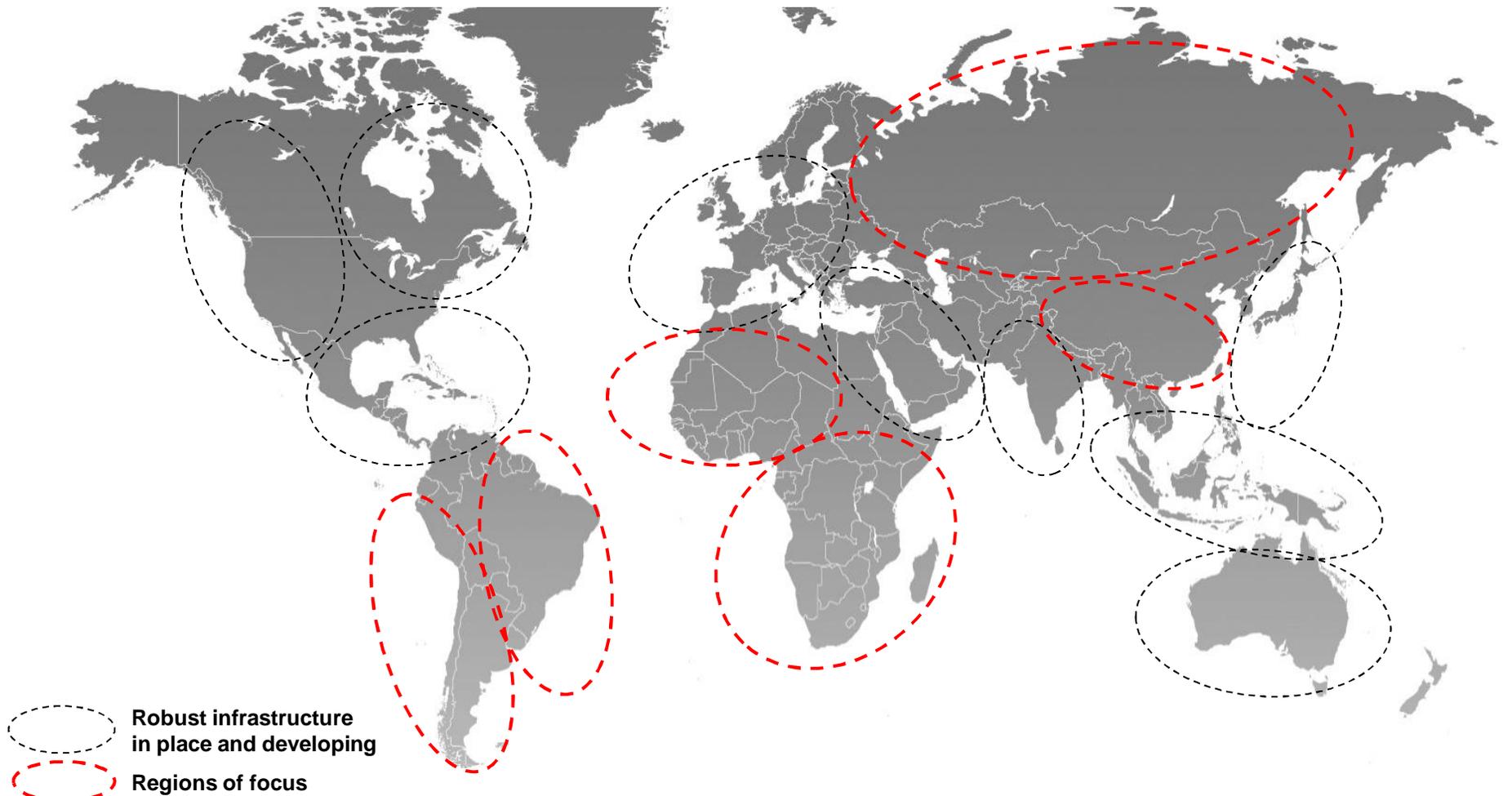
BUSINESS AND COMMERCIAL AIRCRAFT CRCs and RSOs



Sources: ASFs: Joshua Free, BSC; RSOs: Annabelle Almeida, CS&S; Service Centers: Zeshan Malik, BSC; Simulators: Sonia Czarski, BAT
Notes: Prepared by S&BD BCS&SAA, as of May 15th 2012

BEYOND 2015, OUR NETWORK EXPANSION FOCUS WILL BE ON RUSSIA, CHINA, AFRICA AND SOUTH AMERICA

DIVIDING THE WORLD IN 15 KEY REGIONS WILL DRIVE FURTHER DEPLOYMENT OF ASFs, SERVICE CENTRES & SUPPORT PERSONEL TAILORED TO CUSTOMER NEEDS



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BOMBARDIER BREAKS GROUND ON BUSINESS AIRCRAFT SERVICE CENTRE IN SINGAPORE



- First wholly-owned OEM facility announced in the region for business aviation.
- On schedule to open in Q2, 2013.
- Staff recruitment has begun.
- Regional Support Office and Parts Depot will transition into the facility following its inauguration.
- Singapore will anchor Asia Pacific region which currently includes 4 other RSOs and 4 other parts depots.

ADDING AUTHORIZED SERVICE FACILITIES WORLD-WIDE NETWORK EXPANDING RAPIDLY

55 MORE THAN 55
FACILITIES WORLDWIDE

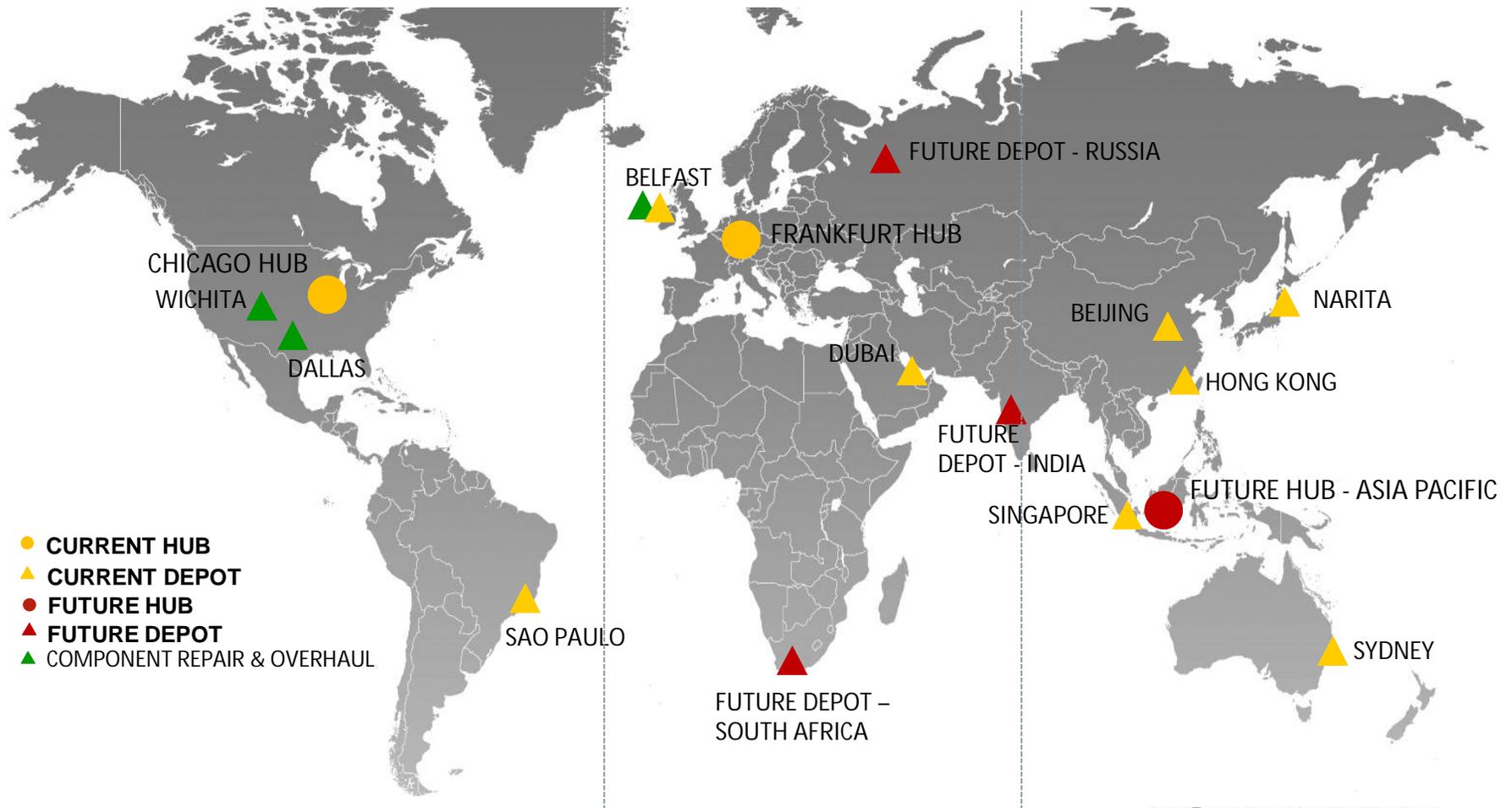
5 ADDED IN 2011

7 PLANNED IN 2012—
TWO ALREADY ONLINE

- **Latest addition:**
Shanghai Hawker Pacific Business Aircraft Service Centre, China
 - Authorized for support of *Global* series aircraft
 - Located at Shanghai's Hongqiao International Airport
 - 43,100 sq. ft.
 - Valued partner in region
- **Earlier this year:**
Added **Qatar Executive** in Doha for *Challenger* and *Global* aircraft line maintenance and AOG support
- **Progressing well:**
Authorization of **Tulpar Technic** based in Kazan, Russia for *CRJ100/200* and *Challenger 850* jets

OUR PARTS DISTRIBUTION MODEL EVOLUTION HAS BEGUN TO BRING VALUE TO ALL OPERATORS

WITH OUR FRANKFURT HUB GOING LIVE IN JULY 2012, CUSTOMERS IN THE REGION WILL BENEFIT FROM FASTER PARTS TRANSACTIONS ON EXCHANGES AND RETURNS



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SMART SERVICES

25 YEARS OF EXPERIENCE

PREDICTABILITY AND PEACE OF MIND FOR A MONTHLY FLIGHT HOUR FEE:

- Simplify ownership with greater cost predictability
- Forecast budgets as easily as your flight hours

SMART PARTS

THE FLAGSHIP PROGRAM OF SMART SERVICES, SMART PARTS IS THE INNOVATIVE COST-PER-FLIGHT-HOUR PLAN:

- Provides cost protection against unexpected parts expenses
- Proven customer-focused program
- Approximately 1200 Bombardier Business Aircraft enrolled
- Gaining significant momentum amongst Q400 aircraft operators

SIGNIFICANT MOMENTUM GROWS ON *Q400* *SMART PARTS* PROGRAM



Great momentum on program in last year reinforces our ability to adapt to customer needs:

- More than 60 aircraft currently enrolled
- **SpiceJet** chose *Smart Parts* upon entry into service of its *Q400* turboprops
- **Luxair** signed 5-year extension
- **Republic** included the program along with its long-term Heavy Maintenance agreement
- More to come at Farnborough...

LARGEST AFTERMARKET DEAL IN BOMBARDIER AEROSPACE HISTORY



- NetJets signs **15-year *Smart Services* agreement** (parts and maintenance support) for its complete fleet of *Challenger 300* and *Challenger 605* aircraft with Bombardier
- Value of firm order: \$820 Million US
- If all options exercised: \$2.3 Billion US
- Bombardier will also provide aftermarket coverage for NetJets' fleet of *Global* aircraft.

NETJETS®

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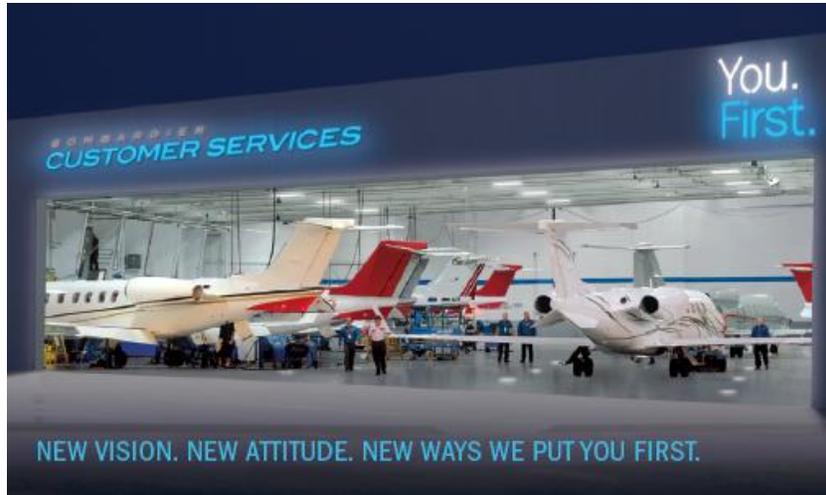
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QUALITY-CENTERED TRANSFORMATION MAKING ITS WAY AROUND THE WORLD

ACHIEVING EXCELLENCE SYSTEM

- Launched in 2007 across Bombardier Aerospace
- Focusing on aligned processes, standards and tools
- Significant impact and momentum at our 9 OEM-owned & operated Service Centers:
 - Facility upgrades
 - Driving safety and efficiency for technicians
 - Improved customer experience in hangars and common areas

BOMBARDIER-OWNED SERVICE CENTRES RAISING THE GAME ON QUALITY



SAYING YES 24/7

SAYING YES 24/7

- Skilled Bombardier personnel for all Bombardier products
- Offering a full-range of 24/7 Service in North America
- Light & Heavy Scheduled Maintenance
- AOG Support
- Unscheduled Maintenance
- Mobile Response Parties
- All U.S. based facilities FAA Diamond Award Winners

BOMBARDIER AIRCRAFT TRAINING

OEM-DEVELOPED AND APPROVED TRAINING PROGRAMS THAT INCORPORATE FACTORY AND FIELD EXPERTISE INTO LEARNING



Simulator-based flight and technical training

2 Bombardier Training Centers and strong Authorized Training Provider (ATP) relationship with CAE



Advanced classroom settings

Providing optimal learning environment



Distance learning and iPad courseware

Full portfolio of eLearning backed by a robust learning management system, iPads used in class



Important contribution to new programs

Key driver in success of *Vision Flight Deck* EIS
Supporting *C Series* aircraft development

BOMBARDIER CUSTOMER SERVICES SUPPORTING *C*SERIES AIRCRAFT ENTRY INTO SERVICE AND DESIGN AFTERMARKET OFFERING TO INCLUDE ROBUST *SMART SERVICES* PROGRAM



Support team involvement during design

In-Service engineering a part of CIASTA



CRC and FSR team involvement in Flight Test Program

Training team designing pilot and maintenance courses



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