


Press Release: AirInsight Provides Assessment and Outlook for Bombardier CSeries Program

AirInsight has released a new report covering the Bombardier C Series aircraft program, a recent entrant in the 100-130 seats commercial aircraft segment. AirInsight believes that the C Series and Embraer E2 jets will capture most orders in this segment currently dominated by Airbus and Boeing.

New technology aircraft and engines are providing the impetus for a major change in this market segment, with orders indicating a major change underway in this segment that will deliver about 4,000 aircraft over the next 20 years.

Our report on the CSeries is extensive, covering this history of the program, the competitive dynamics in this segment, and the competitive economics of the aircraft against competing models.

<p>Bombardier's CSeries After EIS Regaining Momentum</p>  <p>AirInsight October 2016 ISBN: 1-8-978-1555291859 ISBN-10: 1555291951</p>	<p>In 2010 AirInsight published "The Business Case for the Bombardier CSeries". It was upbeat on the prospects of the aircraft.</p> <p>In this 2016 analysis, our third on this program, we are a bit more sanguine. We remain upbeat regarding the potential for the aircraft.</p> <p>The CSeries is a very capable aircraft, but Bombardier's multiple errors cost the company "first mover advantage against" its re-engined competition. The current challenge faced by the CSeries program is not the aircraft itself, but the slow initial market acceptance and lack of orders from key airlines at this point in its life cycle. While recent orders from Air Canada and Delta have turned-around the situation somewhat, one or two major additional orders would change market perception of the aircraft and fill the delivery skyline beyond 2019.</p>
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The reports were written by Addison Schonland and Ernest Arvai, who can be reached for questions or additional background on the CSeries program at +1.858.536.9900 and +1.603.894.0000 respectively. This report is available from AirInsight for \$750.00, and can be purchased at [here](#).



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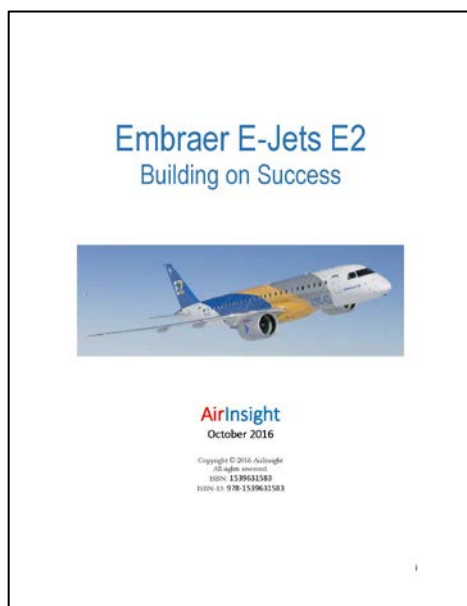
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Press Release: AirInsight Provides Assessment and Outlook for Embraer E2 Program

AirInsight has released a new report covering the Embraer E2 Jets aircraft program, with models ranging from 70-130 seats. AirInsight believes that the Embraer E2 jets will capture most orders in this segment currently, sharing leadership in the 70-100 seat market with the Mitsubishi RJ and the 100-130 seat market with the Bombardier CSeries.

New engine technology has enabled the re-engining of the popular E-Jets, enabling Embraer to capture the benefits of new technology while minimizing development costs, placing it in a favorable competitive position.

Our report on the E2 Jets is extensive, covering this history of the program, the competitive dynamics in the two segments in which it competes, and the competitive economics of the three E2 models against its competition.



Embraer's re-engined E2 should prove very successful, given the well-established E-Jet customer base, its strong operating economics, and improved performance. We expect Embraer and Mitsubishi to lead the market for regional jets under 100 seats, with the E175-E2 continuing the popularity of the existing E-175 in North America and other markets. The E2 program has seen orders grow twice as fast as the E-Jets, and tellingly, twice as fast as its direct competition. The E2 program has 272 firm orders and 670 commitments.

In the 100-150 seats market, Embraer and Bombardier will lead the market, as their E190-E2, E195-E2, CS100 and CS300 aircraft are more efficient than "shrink" models including the Airbus A319neo and Boeing 737 MAX 7. With a leadership position in both segments of the 70 to 130 seats market, Embraer is well positioned to capture a strong share of both regional and mainline airline growth.

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