



THE OTHER HEAVENS OF THE CSERIES

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Photo: Clement Sabourin, Agence France-Presse

Bombardier has so far collected 360 firm orders for its aircraft CS100 and CS300.

For the moment, the decision is “preliminary,” and the CSeries aircraft will not be subject to any customs tariff as long as the decision of Washington will not be pasd efinitive, which could theoretically occur in February 2018. But already the virtual barrier of 220 % which is erected along the u.s. border this week force a look at the contingency plans. Look from the side of Asia and India, experts say.

“This is the future of air transport”, said Addison Schonland, of the consulting firm american Airinsight. Since the mid-2000s, while the CSeries program was still in an embryonic stage, the market has evolved at lightning speed. Fuel prices have been volatile, and emerging economies have exploded. “The tectonic plates have moved. ”

Bombardier has so far collected 360 firm orders for its aircraft CS100 and CS300, the two largest from Delta (75) and Air Canada (45). By

comparison, the A320neo Embraer, an aircraft remotorisé 165 berths designed shortly after the beginning of the CSeries program, has collected more than 3,600 orders.

Mr. Schonland believes that, within 20 years, the 100-150-seat count of 4,500 aircraft, of which 80 % will be shared equally between Bombardier and Embraer.

Fleets renewed

In general, said Bombardier two weeks ago in its forecasts 2017-2036, the carriers of the world will have to replace 75 % of their fleet from 60 to 150 seats, which represents 7000 devices. This figure would be 81% in North America, compared to 55% in greater China, 91% in Asia/Oceania, 76 % in Africa and 77% in Europe.

Bombardier believes it has referred to just : in the niche most accurate of 100 to 150 seats, where its CS100 and CS300 play against Embraer and Airbus, the renewal rate would be 86 %, according to the aircraft manufacturer.

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When Bombardier is designing its program, and the launching, in 2008, she obviously thinks the american market. It then presents the aircraft as its own, while consuming 20 % less fuel, but it also argues that it may have to settle for tracks shorter. This is also an advantage in the case of secondary airports or those living in urban areas.

At the time Boeing announced the end of its device 717 to 106 seats, in 2005, Bombardier can only smile. His spokesman at the time, John Paul MacDonald, then said to the Duty that it "made more room" if Bombardier decides to go ahead with the CSeries. "We are talking here about a family of four devices entering in the segment of 110 to 130 seats. Of the transcontinental that can make New York to Los Angeles, with a radius of action ranging from 1500 to 3000 nautical miles. "

If the worst scenario occurs in February 2018, what to do ? "Expect to see an end to the standoff between Boeing and Bombardier," says Mehran Ebrahimi, director of the study Group in business management of the aeronautics, School of management sciences of UQAM. "Originally, the CSeries program has been designed for the american market. We knew then that there must be a renewal of the fleet of aircraft in circulation in the United States. If this market is not accessible, there is a big problem. "However, it also evokes the paradigm shift since the launch of the program. "The asian market has exploded," he said.

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The quiet of the large customer

Before the events of this week, Delta does not seem to be too concerned. In fact, when the company indicated that it was seeking to buy aircraft, Boeing had altogether nothing to offer, she said, which will be problematic when the time comes for the company to Seattle to demonstrate the prejudice true that she suffered at the hands of Bombardier. "Neither Boeing nor any other american manufacturer produces a plane of 100 to 110 seats as the CS100, "said Delta in a press release following the decision of the u.s. department of Commerce.

The devices that have made the success of the Bombardier family of regional aircraft CRJ, are sold over 1900 copies in the world. The launch of the CSeries, which had been hit by delays and cost overruns, has not been rosy for the company, but the rest of his catalog is

still in place, such as the Q400 to 90 seats. It has also been the subject Friday to a settlement that could reach US \$1.7-billion, or 25 firm orders and 25 additional aircraft. The client ? SpiceJet, India.

“It will be very good to sell these aircraft [the CSeries] if it was an angle of death in the United States, said Yan Cimon, professor of strategy at the Faculty of administrative sciences of Université Laval. The chance to Bombardier, is to have in its portfolio of regional aircraft, business aircraft and turboprops. ”

China factory

That said, China also has its manufacturers of aircraft. The 158/168 seats (depending on the configuration) of the C919 aircraft of Comac, for example, make it a direct competitor to the CS300 (130/160 seats). Some place also in competition with the Airbus A320 aircraft and the models of 737 from Boeing. Developed the official cost of 9.5 billion US\$, it has made this week a second test flight, but Reuters wrote Friday that he could be doing a third shortly.

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“We are still far from operational flights and marketable, said Mr. Ebrahimi. However, the cost has been fully supported by the chinese government, and it ordered the airlines to buy it. “Over 700 copies have already been ordered.

During this time, in the transport

Bombardier has had a busy week. There was another trauma : the marriage of its competitors in the rolling stock, the French group Alstom and the rail division of the German company Siemens. In a world where the economies of scale weigh heavily in what may be a supplier to bid at lower prices than the competitor, the merger of two big players were perceived as a source of potential problems for the transportation division of Bombardier. Because in business, this division is the one that generates traditionally the profits.

“The elephant in the room, which may explain a part of the merger, it is the presence of the Chinese, who threaten to enter the public markets with very low prices for equipment transport,” said Mr. Cimon. And with the economies of scale, Alstom-Siemens is trying to thwart it before China enters Europe. Do you remember when there were calls for tenders for the metro and other amenities, we were greeted with a small smile. But there is more in this type of competition there now. ”

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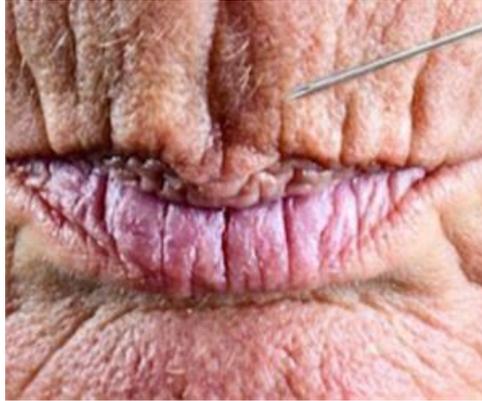


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