Edito

Making the case for more ATR turboprops in America and around the world.

The first quarter of 2010 has held its promise of an eventful time for the ATR community. Our customer portal ATRactive kicked into action. Resolutely modern and user friendly, this ATR proprietary portal is deemed to become your regular informative tool and permanent assistant. The ATR72-600 flight campaign met with a promising start during a first flight held on the 4th of March, which was a great occasion to introduce this new member to the ATR family. Our confidence in a strong 50-seater market segment – so suited to the USA requirements – plus our determination to consolidate our offer, have been well matched by the support and commitments we have received from Operators to-date. We very much appreciate such a vote of confidence.

By way of a return to those who choose the ATR turboprop technology, we are offering real opportunities for greater profitability as well as supporting our operators to reduce their environmental footprint. At a time when there is a new, strong and growing collective awareness of environmental values, ATR is proud to have been firmly upheld by ATR. As travellers become more concerned with their carbon footprint, “Green” behaviour is a value that has been firmly upheld by ATR for a considerable amount of time. We continually look to minimize our CO2 emission – and we are doing our part in helping to make aviation more environmentally-friendly. Using small jets on short sectors only results in buying more fuel and releasing more emissions into the atmosphere; all that for virtually no time saved when comparing with the same trip on a modern turboprop.

In flight

Currently, there are large numbers of turboprops in operation throughout the North American region, which remains their largest market in the world.

The turboprop fleet in North America is greater than in the Asia-Pacific region, which has experienced substantial growth in this sector over the past several years, and even bigger than in Europe. Turboprops are definitely a key component of the regional transportation system, representing over 80% of the world’s airline fleet in the under 100-seat category of aircraft. ATR has continually refined and improved the design of its aircraft in order to meet the ever-changing requirements of the marketplace. There are some good reasons that reinforce our belief in the importance of the turboprop in North America as well as in the rest of the world: these reasons are stronger today than ever.

The first one is to do with profitability. Today, airlines are all focused on prospering. A key element of cost reduction is to invest in the right aircraft in order to achieve operational savings. A strict comparative study of operating costs between the ATR72 aircraft, another turboprop and a regional jet (see graph) reveals noteworthy benefits in operating this highly efficient 70-seat aircraft.

The second reason shouldering our belief, is our collective responsibility in helping to “Save the Planet”. As travellers become more concerned with their carbon footprint, “Green” behaviour is a value that has been firmly upheld by ATR for a considerable amount of time. We continually look to minimize our CO2 emission – and we are doing our part in helping to make aviation more environmentally-friendly. Using small jets on short sectors only results in buying more fuel and releasing more emissions into the atmosphere; all that for virtually no time saved when comparing with the same trip on a modern turboprop.

The third point in favour of solid growth for ATR aircraft is our continuous enhancement of passenger comfort. We have taken into account general comments made by the market, as well as the results of ATR surveys on flying turboprops. As a consequence, Dual Class configuration (First and Coach) will be available on the 600 series. Jet-way capability with front door passenger access will be offered as an alternative to rear stairs. Luggage capacity is as much as 1.9 checked in pieces per traveler, plus cabin luggage (see photo).

ATR is also designing new overhead bins to increase carry-on space and convenience. (These changes and more will be displayed during the next Farnborough Airshow.) ATR anticipates that these new product enhancements will provide the seamless service experience a passenger expects when buying a ticket and travelling across an airline’s system. Airlines are also altering their traditional approach and parameters regarding fleet adjustments and fuel costs at a time when there are a large number of varied 30-seat turboprops nearing their end-of-life and also 50-seat regional jets pending replacement. Meanwhile, the cost of fuel is predicted to level at $100/ barrel or higher, ATR is determined to rise to these challenges with a new and greener solution.

Clearly, the time is ripe to pursue the sub-100 turboprop aircraft market. Our belief is based on universal business motivators: cost-efficiency, market anticipation with timely, innovative product responses and on-going customer satisfaction. The ATR family of aircraft stands ready to meet the challenge – wherever and whenever.
FLIGHT TESTING THE ATR42-600

Even better than doing a double take

Right from the start, ATR determined it would apply the concept of “aircraft family” to its production.

The reason behind this was to be able to offer the highest possible commonality between aircraft, from engines to cockpit configuration down to equipment part numbers. The benefits of doing so are measured by operators in terms of substantial cost reductions in spares, maintenance and training investments.

“Mission accomplished” with the ATR 42 and 72-600 series!

As it was taking off, the aircraft was already enjoying the maturity and the synergies obtained from earlier ATR programmes.

On this occasion, the advantages of platform commonality turn out to be to the benefit firstly of ATR, during the flight test phases of both aircraft.

Between three to four flight hours per week for each aircraft type take place, essentially in order to validate handling quality while fine tuning new developing functionalities. The certification process is due to begin during the 2nd half of this year for the 70-seater, closely followed by that of the 50-seater.

“Having two similar pre-series models, undergoing test flights at more or less the same time, has enabled us to rationalise testing further”, says Carmine Orai, Vice President of Engineering. “We can create new synergies between the test schedules. For example, we set up to check the autopilot on the -72 whilst preparing to test the avionics suite systems on the -42. Up to recently, what was being done on the -72 could be applied to the -42.

One can explain such a success? We see three major arguments in favour of what is reported!

Facts speak louder than words. To-date, we have over 80 freighter aircraft flying with 15 different operators, on every continent (48 are -42s and 33 are -72s). Eighty-five per cent of the ATR cargo fleet is in Europe and North America, with the remainder being fairly well spread over, notably in Africa, India and Australia. The ATR42 payload is up to 6 tons, representing up to 5 LD3 containers or 3 (88”x100”) pallets plus bulk freight, on a range of 500Nm. Finally, a remarkable fifty per cent of the ATR freighter fleet is owned by the major transport integrators.

How can we explain such a success? We see three major arguments in favour of what is reported!

In progress
We imagined it 18 months ago: to be particularly attractive to airlines, the proprietary portal we were about to design had to be as if it had been conceived by ATR operators themselves, for their purposes and with their vision. We listened and worked with our operators. And so was traced that all important part of our e-Services Roadmap, the activation of a new, very modern portal.

Named ATRactive, it is the multi-utility instrument of ATR’s long term strategy for Customer support services. It fully informs and strategy for Customer support utility instrument of ATR's long term.

For you, right by you
IN FIGURES

56 %
is the ATR market share for total turboprop orders since 2005.

DELIVERIES : 882

OVER 700 MILLION passengers carried in more than 80 countries.

FLEET IN SERVICE

CUMULATIVE ATR FLIGHTS

IN service

We described the portal via its main qualities—informativ, intuitive, interactive. Most of ATRactive’s working features are the logical outcome of its founding principles. Typical of this is the convenience of its single-password entry for interactive access to all pre-authorised pages and applications, airline vocabulary, rather than aircraft manufacturer language, is used. Administrative tasks are effortlessly facilitated through the automated completion of forms. Simple commands, such as “Ask ATR”, activate the query management application from anywhere inside the portal; data relevant to where frequent users of the previous portal, plus a lot of newcomers, enrolled onto the programme. Even though an average of 30% of orders for parts were already directly placed through e-sparcs, which is a good industry average, we believe customers will increase in numbers, once they get into the habit of logging-in.

For us, it is only the beginning of a good habit of logging-in.

For you, right by you

How well did you know?

- A turboprop has 20% higher propulsive efficiency compared to a turbofan within the typical regional sectors’ speed range (about 300kts or 600 Kmph). Substantial fuel and CO2 efficiencies follow.
- On a 1 hour flight (about 200 Nm or 400 Kms), an ATR72/600 burns only as much fuel as a 6/7,47 uses in 10 minutes of taxiing!
- A fleet of 10 ATR72/600 generates about 7,200 Tons CO2 emissions per year compared to its direct turboprop competitor and 50,000 Tons less than a similar sized regional jet.

(*) 2,500 cycles/year/aircraft. Average sector: 250 Nm.

In the loop
ETHICS AND COMPLIANCE

You have heard these words before. ‘Ethics’ may bring back memories of philosophy classes, when this word grasped your eardrum while you were day dreaming. ‘Compliance’ may evoke the blindness of law enforcement. These two epistemological swords are the way of companies who value a set of principles which go beyond mere profits.

ATR is part of these companies who share and promote ethical values. Together with its mother companies, Finmeccanica and EADS it follows the rules laid out in its

CUMULATIVE ATR FLIGHTS

CUMULATIVE ATR FLIGHTS

2009 Leading aircraft utilization (12 months)

ATR42

ATR72

Max Flying Hours 3,085 3,290

Max Flights 3,970 3,980

Leading aircraft utilization (end of 2009)

ATR42

ATR72

Cumulative Flights 56,374 40,500

Cumulative Flights 55,917 60,340

F. Torres, ATR International Compliance Officer

C-Statues from is pulled out first.

ATRactive is a great communication tool as well. If you ask it, it will bring you live information, whether general or explicit, much like an around the clock news broadcast does. You will be documented in a prompt and comprehensive manner.

The number of connections recorded on the first day of ATRactive’s new life was telling! We went from 255 to 400 the following day to 700 a few days later. Clearly, this is the convenience of its single-password entry for interactive access to all pre-authorised pages and applications, airline vocabulary, rather than aircraft manufacturer language, is used. Administrative tasks are effortlessly facilitated through the automated completion of forms. Simple commands, such as “Ask ATR”, activate the query management application from anywhere inside the portal; data relevant to where frequent users of the previous portal, plus a lot of newcomers, enrolled onto the programme. Even though an average of 30% of orders for parts were already directly placed through e-sparcs, which is a good industry average, we believe customers will increase in numbers, once they get into the habit of logging-in.

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Air Algérie has been flying ATR aircraft for a number of years. What is your assessment of your partnership with ATR?

Air Algérie has been operating ATR 72-500 series aircraft since 2003. It has a fleet of 8 ATR planes and that is increasing with another four joining our fleet. The first new one arrived in the first half of February this year.

The simple fact that we took that decision is a clear indication that we are anything but dissatisfied about our partnership with ATR. Our ATR fleet is primarily focused on our domestic route network and a large share of the aircraft are located in the Saharan region where there are adverse factors to take into consideration, both the extreme temperature and sand. The ATR fleet handle this adversity well. As for customer support provided by ATR - I would like to underline how rapid and flexible ATR management are each time we need their help.

Air Algérie has just ordered 4 new ATR 72-500 series aircraft. How will these planes help you develop your regional flight route network?

Air Algérie has the most compact domestic route network in Africa. It’s expanding and that means that we have to constantly develop our capacity. That is why we have decided to acquire four new aircraft. At the same time our marketing team are pushing to open new routes throughout the Mediterranean region which means we will probably need to increase our fleet of ATR aircraft even further in the near future.

Air Algérie flies routes in regions where there are severe weather conditions. In your opinion what are the operational advantages of ATR planes flying in difficult weather conditions?

The high wings provide an obvious advantage - it shields the motor winglets from sand erosion. On some jets with a low wing, the sand can cause a number of problems including premature engine wear - a problem we have never faced with our ATRs.

How is your airline preparing for the future in terms of sustainable development? Do the “Green advantages” of ATR meet your own specification targets?

You know as an airline that also serves Europe we are from now on bound by the EU’s ETS which stands for the European Union’s Emission Trading System. Since we will soon be flying to destinations in Southern Europe with our ATR aircraft our own scheme to monitor our planes’ greenhouse gas emissions was provided to the relevant authorities on the 29th August. 2009 and was approved last December. Our monitoring system was put into effect on the 1st January this year and all our fleet was included in the action plan.

In this framework none of the emissions from our ATR aircraft are subject to penalties. As for noise pollution we have absolutely nothing to worry about.

In the know

Routes 2010

The event was hosted in Toulouse, the reputed capital city of aeronautics where ATR is headquartered. This special rendez-vous was a unique opportunity for European airports and airlines to discuss and envisage tomorrow’s routes all together.

During the event, more than 150 visitors took part in the ATR Final Assembly Line (FAL) outing. Guided by ATR staff, the tour presented the various stages of aircraft assembly work carried out in Toulouse. As a conclusion to the visit, guests were invited onboard two finished aircraft in differing cabin configurations. Staff was on hand to answer all visitors’ queries after giving a short presentation on each airplane.

“It was an amazing opportunity to freely appreciate how much comfort, technology and innovation could be found on ATR aircraft,” said a visitor. “First and foremost, one thinks about ATR’s well reputed operational profitability. It was an eye-opener for me to see how much more is on offer.”

There was another welcomed surprise; as one of the major sponsors for Routes 2010, ATR offered flight-simulator time to delegates who so experienced the new -600 series.

In brief

Delivery Ceremony for IASWings

ATR celebrated the 10th ATR 72-500 handed over to its customer IASWings on Friday, 9th April. The exclusive event - hosted by ATR - took place in Toulouse (France) in the presence of guest of honor, Dato Mohd Arman, Minister of tourism, culture and envi- ronment of Sabah, Malaysia.

Customer Satisfaction Survey kick-off

Constantly wishing to offer maximum client satisfaction, the ATR Customer Support Division has published its latest customer satisfaction survey. This link has been forwarded to all ATR Operators, via their technical, maintenance, purchasing and operational managements. For more information, please contact…

EBACE 2010: mastering the challenge

ATR participated in the 10th EBACE Corporate Aviation show in Geneva, Switzerland. The EBACE event gave ATR the opportunity to meet many of our customers and suppliers. With new aircraft design and optional cabin configurations, ATR maintains its presence in the regional VIP aircraft market.

New Training Center to open in Toronto

Following the homogeny of training standards throughout all ATR referenced centers worldwide, this new North American Training Centers (NARTC) is planned to be launched during the 2nd quarter of 2010 in Toronto, Canada. Three North American operators have fully supported ATR with this project backing it up with their long term contractual commitments to use the NARTC.