

# ATR MEDIA PACKET

WINTER 2011

## MANUFACTURING ADVANCED TURBOPROPS



# ATR-PROPELLING TOMORROW'S WORLD



ATR is the world's largest manufacturer of commercial turboprop aircraft. ATR is a joint partnership between EADS and the Italian company Finmeccanica and has sold more than 1,000 aircraft to more than 160 operators in 90 countries since 1981. Every 20 seconds, an ATR turboprop takes off somewhere around the world.

ATR manufactures two sizes of turboprop aircraft, the 70-seat ATR 72 and the 50-seat ATR 42. Both aircraft benefit from fuel, emissions and cost efficiencies provided by turboprop engines. ATR turboprops can provide airlines with the best opportunities for operating short-haul routes at a low operating cost. Airlines servicing smaller markets desperately need more fuel efficient-aircraft to continue operating regular flights from smaller cities to airport hubs.

## TIMELINE

NOVEMBER 4 1981	ATR founded when Aerospatale (now EADS) and Aeritalia (now Alenia Aeronautica) merge
AUGUST 16 1984	The 50-seat ATR 42 performs its maiden flight in Toulouse, France
JULY 1985	ATR expands to North America with the opening of a sales and customer support subsidiary in Washington D.C.
OCTOBER 27 1988	The 70-seat ATR 72 performs its maiden flight
SEPTEMBER 16 1994	ATR launches the upgraded ATR 42-500 series aircraft
NOVEMBER 1996	ATR opens a customer support subsidiary in Singapore
JANUARY 19 1996	ATR launches the upgraded ATR 72-500
FEBRUARY 2007	ATR opens a customer support subsidiary in Bangalore
OCTOBER 2 2007	ATR announces in Washington D.C. the development of the next-generation 600 series
JANUARY 2008	ATR achieves orders for 113 new ATR aircraft in 2007—record sales for a single year
JANUARY 2010	ATR announces a record annual turnover of US\$1.4 billion
SEPTEMBER 2010	ATR delivers its 900th aircraft
MID-2011	ATR will deliver its first 600-series aircraft



# MANUFACTURING ADVANCED TURBOPROPS

ATR's only business is turboprops – making ATR the industry experts in producing efficient, high-tech aircraft for regional airlines. ATR uses the latest manufacturing techniques and high-tech engines. ATR utilizes the highest amount of advanced, composite materials among regional aircraft. Approximately 20 percent of the ATR 42 and ATR 72 structure is made of composites, which helps reduce fuel burn and emissions.



## 600 SERIES UPGRADE: COMING 2011

The first ATR 72-600 upgrades will come off the production line in mid-2011. These aircraft will have the most advanced technology available anywhere in regional aviation – helping airlines manage operational costs and meeting the public's demand for more sustainable travel options. The ATR 600 will use significantly less fuel than regional jets and will offer:

- /// IMPROVED AVIONICS
- /// ENHANCED PERFORMANCE
- /// INCREASED CABIN SPACE

### ATR'S OFFERING INCLUDES:

- /// A DUAL-CLASS CABIN
- /// IN-FLIGHT ENTERTAINMENT
- /// LARGE OVERHEAD BINS FOR CARRY-ON ROLLER BAGS
- /// THE WIDEST CABINS IN ITS CLASS AND MORE ELBOW ROOM
- /// FORWARD PASSENGER DOOR AND AIR BRIDGE CAPABILITY

# TURBOPROP ADVANTAGE

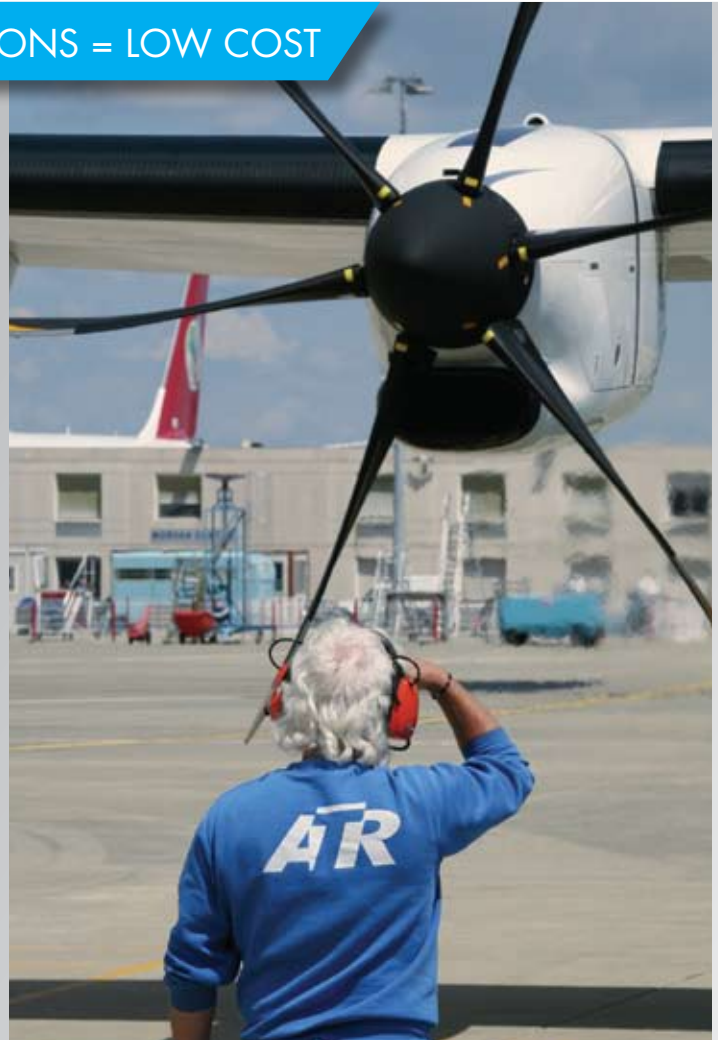
## DID YOU KNOW?

- ▀ Turboprop engines are easier to maintain than jets and less likely to experience foreign object damage.
- ▀ Turboprops require remarkably little runway for takeoff and landing, providing the unique flexibility to serve airports with shorter runways.

## LOW FUEL CONSUMPTION + LOW EMISSIONS = LOW COST

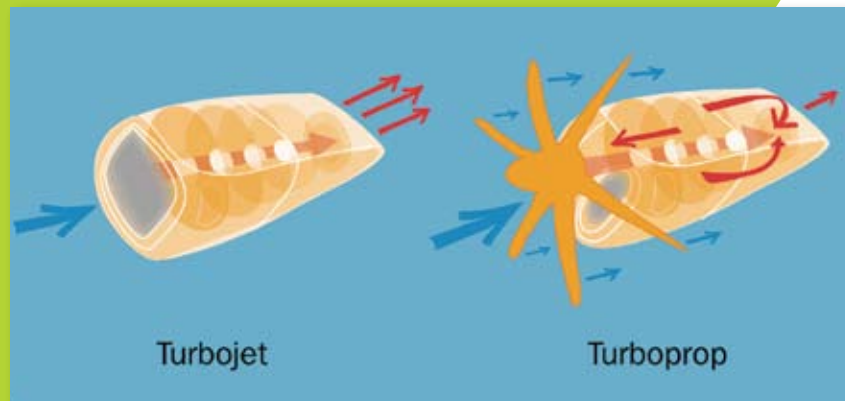
Turboprop engines use the same technology as jets, yet turboprops offer dramatically increased efficiency for a slight decrease in speed. Engineers construct turboprop and jet engines according to the same principles, but turboprops use a propeller to more efficiently operate the engine, while the jet relies exclusively on turbine power generated by fuel.

Turbojets use the air from the front of the engine to generate thrust, which pushes the plane forward. Turboprops operate in much the same way, but turboprops reuse the same energy produced at the output of the turbines to drive the propeller, which pulls the plane forward. This efficiency advantage allows turboprops to operate using significantly less fuel.



## TECHNOLOGY TO REDUCE FUEL CONSUMPTION

*ATR incorporates a lightweight structure, advanced aerodynamics and turboprop efficiencies to deliver the best trade-off between fuel burn and speed.*



# THE MOST FUEL EFFICIENT WAY TO FLY

ATR'S LIGHTER STRUCTURE, OPTIMIZED SPEED AND EFFICIENT ENGINES REQUIRE SIGNIFICANTLY LESS FUEL CONSUMPTION.

Fuel conservation is a major concern for all airlines. Any additional rise in fuel prices will have devastating effects on airlines including cancelled routes, reduced flights and layoffs. This decreased service will make flying even more inconvenient for passengers and lead to severe economic consequences.

Only regional airlines using fuel-efficient aircraft will be able to continue regular service in the face of rising fuel costs. Airlines could save millions of dollars a year in fuel by using ATR turboprops instead of regional jets.

- **Problem:** High fuel prices have forced regional airlines to cut routes and reduce capacity to many cities.
- **Solution:** ATR turboprops use 50 percent less fuel than regional jets.

## FUEL FACTS BY THE NUMBERS

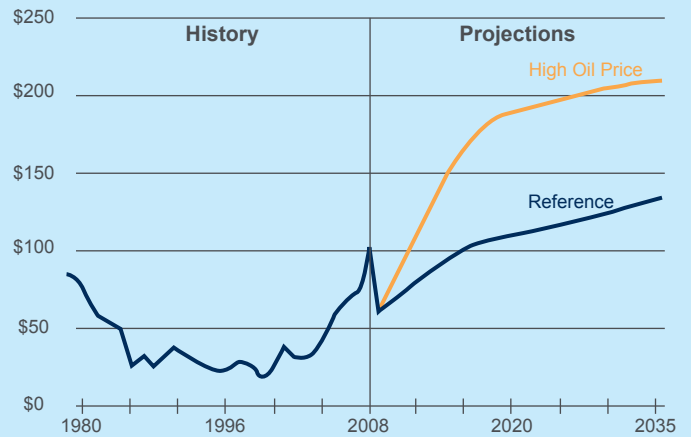
- Airlines could save 547,000 gallons of fuel each year by replacing one regional jet with one ATR turboprop.
- Airlines could save \$25 million on fuel a year by replacing 20 regional jets with 20 ATR turboprops at 2010 average jet fuel prices.\*

\* Based on an average flight length of 250 nautical miles and 2,500 flights/aircraft, and a jet fuel price of \$2.28/gallon

## FUEL COSTS EXPECTED TO SKYROCKET

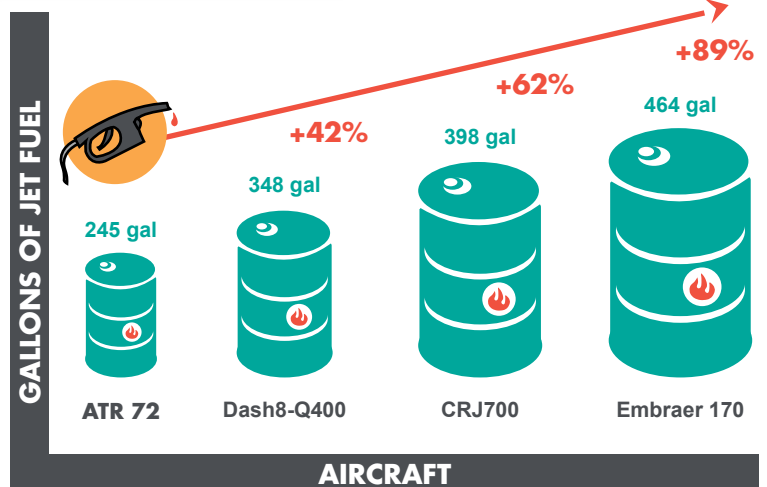
The U.S. Energy Information Administration predicts that oil prices could rise 75 percent to more than \$150 a barrel by 2015, demonstrating the strong need for ATR turboprops. Every dollar increase in fuel prices costs airlines \$1.6 billion according to the International Air Transport Association.

### Average Annual World Oil Prices



## FUEL SAVINGS ON A 250 NAUTICAL MILE FLIGHT

ATR turboprops use significantly less fuel than competing regional aircraft.



# THE MOST ECONOMICAL WAY TO FLY

## COST BENEFITS

- Exceptionally better fuel costs
- Lower engine maintenance
- Reduced airframe maintenance
- Better reliability
- Easier accessibility
- Lower acquisition costs

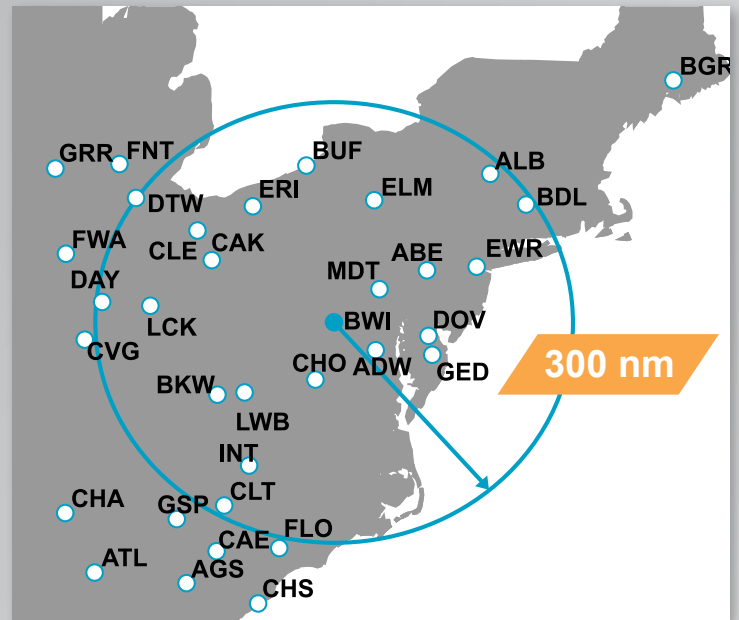
ATR'S TURBOPROPS ARE A NATURAL HEDGE AGAINST RISING FUEL, MAINTENANCE AND LABOR COSTS.

The airline industry is struggling to ensure its survival, but ATR can help preserve profitability for regional airlines. Airlines can dramatically reduce operational cost by as much as 35 to 45 percent by using ATR's next-generation of turboprops.

ATR's turboprops use significantly less fuel and are easier and cheaper to maintain than jets. In fact, a regional jet may need as many as six to 10 additional passengers to break even on routes. Airlines incorporating turboprops can rebalance their fleets and use the right aircraft for the right routes—allowing regional jets to fly longer routes.

## REGIONAL ADVANTAGE

*Turboprops are the most effective and regional jets are a proven liability at routes under 300 nautical miles.*

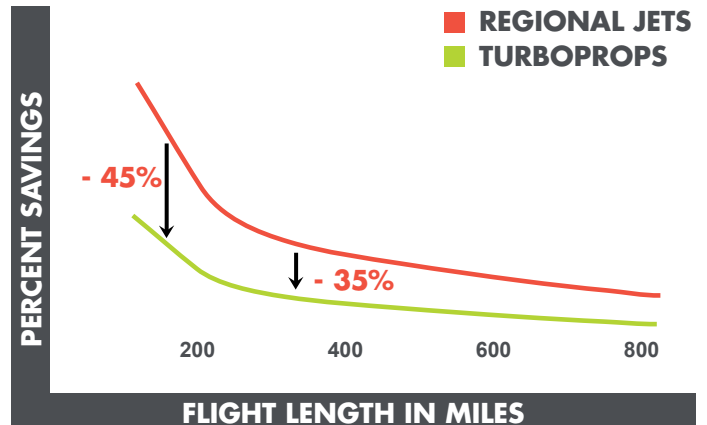


THE ONLY PROFITABLE WAY TO FLY SHORT CONNECTIONS IS WITH TURBOPROPS.

## OPERATING COST ADVANTAGE

Airlines can dramatically reduce operating costs by as much as 45 percent by using ATR's turboprops because they cost less, use less fuel and are easier to maintain than regional jets.

- **Problem:** Airline costs have increased 210 percent in the last decade according to the Air Transport Association of America.
- **Solution:** ATR turboprops can reduce operating costs by 45 percent.



# THE MOST ENVIRONMENTAL WAY TO FLY

**ATR turboprops produce significantly fewer emissions than regional jets on a 250 nautical mile route:**

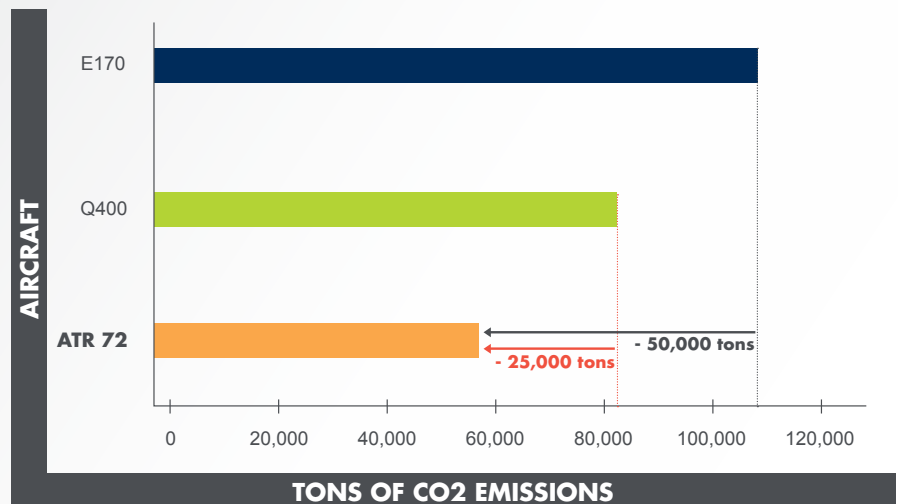
- Two tons less CO<sub>2</sub> per flight
- 5,000 fewer tons of CO<sub>2</sub> per year (2500 cycles/aircraft), the equivalent of more than 950 cars
- It takes approximately 25,000 trees to convert 5,000 tons of CO<sub>2</sub>.

ATR promotes sustainable aviation to ensure an optimal balance between economic growth, social benefits and environmental responsibility. ATR is helping to meet both public and airline demand by producing aircraft that combine fuel-efficient performance with an environmentally friendly approach.

ATR's turboprops emit up to 50 percent fewer emissions than regional jets, making ATR the most environmentally responsible manufacturer of regional aircraft. ATR's aircraft can help airlines meet future environmental commitments to both the government and consumers and protect against future climate regulations.

## FUTURE WORLD EMISSIONS PREDICTIONS

*ATR turboprops emit nearly 50 percent fewer emissions than regional jets. These benefits will help commercial aviation achieve its commitment to carbon-neutral growth by 2020.*



*\*Based on a fleet of 10 aircraft 2,500 flights, each one being 250 nautical miles.*

LOW EMISSIONS + LOW FUEL BURN + LOW AIRFIELD NOISE = ENVIRONMENTAL FRIENDLINESS

ATR'S TURBOPROPS EMIT UP TO 50 PERCENT FEWER EMISSIONS THAN REGIONAL JETS





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