



DASSAULT FALCON 10X INTERIOR RECEIVES ANOTHER PRESTIGIOUS PRODUCT DESIGN AWARD

News / Business aviation



The latest addition of Dassault Aviation large-cabin business jet family, the ultra long-range Falcon 10X, received the Chicago Athenaeum award for Good Design. The award, bestowed by the Chicago-based Museum of Architecture and Design in cooperation with the European Centre for Architecture Art Design and Urban Studies, is the second in the past year to be received for the 10X's innovative interior design. The aircraft earlier won a coveted Red Dot award, sponsored by The Design Society of the U.K. It was also shortlisted for the International Yacht & Aviation Awards in the private jet interior category.



Dassault Aviation Chairman and CEO Eric Trappier commented: "These and other awards received by our rapidly expanding fleet are eloquent testimony to the unparalleled design and engineering prowess possessed by our company. No other business jet OEM is capable of blending leading-edge aircraft technologies, particularly in the realm of flight aerodynamics and digital flight control, with the most innovative and creative features of interior design."



These prizes are among the most distinguished in the design world, and a sought-after mark of

brand excellence. The 10X, currently in development, will be the largest purpose-built business jet on the market. The aircraft's 2,780 cubic feet cabin will offer a unique blend of spaciousness, quiet and physical comfort while offering the only modular design of any jet in its category. With the help of sensory design, interior lighting, sound dampening and other advanced interior design techniques, the cabin seeks to make passengers forget they are even airborne, as if they were in a "penthouse in the sky." Parts production for the 10X is currently in full swing and industrial teams are gearing up to begin final assembly of the first aircraft.



Dassault's Falcon 7X and 2000S were also given Good Design awards in previous years for specially designed cabins, crafted in collaboration with BMW Group Designworks USA.



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