



## LABACE DEBUT FOR EMBRAER PRAETOR 500 AND PRAETOR 600 BUSINESS JETS

News / Business aviation, Events / Festivals, Manufacturer



**50 years of amazing success story of Embraer... The very same month Embraer is participating at LABACE, the largest business aviation show of Latin America.**



**Be ready, new Praetor 500 and Praetor 600 business jets will make their debut on static display from August 13–15 at Congonhas Airport, in São Paulo! The Praetor jets, Embraer's latest aircraft, are the most technologically advanced aircraft in their categories.**



**The Praetor 500 is a midsize jet with a continental range of 3,250 nautical miles (6,019 km) for up to nine passengers, capable of single-stop flights from São Paulo to any city in South America or to destinations in Europe or North America. The Praetor 600 is a super-midsize jet for up to 12 passengers, with an intercontinental range of 4,018 nautical miles (7,441 km), the farthest among its competitors, allowing for nonstop flights between São**

**Paulo (Brazil) and Miami, Rio de Janeiro (Brazil) and Fort Lauderdale, or Madrid (Spain) and Recife (Brazil).**



“With unprecedented performance, our new jets introduce unique flexibility to the market. The Praetor 600 has the class-exclusive advantage of the shortest field length with the longest range, flying nonstop from São Paulo to Miami. Both models deliver a customer experience yet unseen in their classes. With superior design and ergonomics, the Embraer DNA Design is complemented by the most comfortable flight and the best cabin altitude (5,800 ft) in its class as well as the smoothest possible flight, rendered by the class-exclusive turbulence reduction based on Embraer’s full fly-by-wire technology. High-speed Internet connectivity is among the features that serve customers with greater productivity and comfort,” said Gustavo Teixeira, VP Sales, Latin America, Embraer Executive Jets.



### *Brazilian Market Highlights*

In addition to a significant global market participation, with more than 1,400 business jets delivered, Embraer has a leading presence in the Brazilian market. Over the last 10 years, one of every two business jets delivered in Brazil was made by Embraer. With a high rate of utilization, one Embraer executive jet takes flight every 20 minutes in Brazil, on average, attesting to the company portfolio's suitability to the broadest profiles of Brazilian customers, rendering continuous productivity gains.



“The business jet is an incomparable productivity tool and this is why we designed our aircraft to serve entrepreneurs and executives in the region with the versatility for them to reach many more

destinations, when and where needed,” explains Teixeira. “With connectivity throughout the flight and time saved from the traditional commercial aviation bottlenecks of the region, customers can take care of business and deliver greater returns to their companies and ventures.”



### *Aircraft on Static Display*

In addition to the new Praetor jets, Embraer will exhibit the Phenom 100EV, the third generation of its acclaimed Phenom 100, the most successful jet in Brazil’s business aviation history, and the Phenom 300E, the best-selling business jet for the last decade, with more than 500 aircraft in operation in 30 countries. In celebration of its golden jubilee, Embraer will also exhibit its pioneer, the Bandeirante, a twin-engine turboprop aircraft that led to the creation of Embraer on August 19, 1969 for its serial production.



### *Customer Services and Support*

This year, Embraer's Customer Services and Support team will bring TechCare Space to LABACE, presenting a full suite of efficient support solutions to provide the best after-sales experience to customers, who are supported by the Network of Owned and Authorized service centers throughout Latin America as well as a dedicated 24/7 call center.

The Interior Workshop, located in the Sorocaba Service Center, will showcase its new showroom with aircraft customization accessories, material samples, modifications cases and a software application that allows the customer to evaluate and validate various interior configurations. Embraer's strategic partnerships in Latin America offer customers an amazing customer experience; Embraer Design Operations (EDO) brings the best in internal and external executive jet designs and F/LIST BRASIL contributes with its great expertise in high-end cabin interior services.

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