

AW newsletter

SPECIAL - Dubai Expo 2020

OUR GRAND OPENING EVENT

Our presence at Dubai Expo 2020 got off to an impressive start with a launch event where we showcased the launch of our new Agusta brand, which will be the focal point for Leonardo Helicopters in the VIP segment. Also, alongside Falcon Aviation Services (FAS), we inaugurated the innovative Casa Agusta terminal in Dubai - a new concept in sustainable vertical flight mobility.

The inauguration event on October 2nd saw us welcome guests to a dedicated pavilion next to the heliport, where they landed directly by helicopter thanks to a service that we organised in collaboration with FAS.

Guests were treated to a spellbinding performance by electric violin maestro Andrea Casta, who is famed for playing with a colourful bow of light and for his original and modern musical performances. At the same time, an aerial dance artist performed with a laser and lightshow backdrop.

At the end of the musical set, our Managing Director, Gian Piero Cutillo, introduced the new Agusta brand, which draws on the company's exceptional heritage and



commitment to excellence in the VIP sector. You can read more about the brand in this issue of the newsletter.

Gian Piero Cutillo said: "With Agusta we give our VIP operators a strong brand that they can easily recognise and identify with, a sign that embodies their desire for excellence and quality with a personal touch and distinction, which includes their flight experience. The strength and recognition of the Agusta brand legacy still continues to live on in this particular market segment."

The speech by Mr. Cutillo was followed by other special guests: a welcome speech by Alessandro Profumo, CEO of Leonardo, and then remarks from Capt. Raman Oberoi, COO of FAS.

The event concluded with the spectacular entrance for a very special 'guest' - the AW609 tiltrotor, which is being presented for the first time in the Middle East. Accompanied by a virtuoso performance from Andrea Casta, the AW609 appeared out of the darkness, illuminated by spotlight, giving the audience a close-up view of this revolution in aircraft design.

In the static area we had also an AW609 1:1 scale mockup, where our guests could take pictures and selfies, as a memento of the event.



THE AGUSTA BRAND - OUR HERITAGE TO BUILD THE FUTURE

AGUSTA

Your sign of excellence

The iconic Agusta name has long been associated with classic Italian styling, exceptional performance, and technological excellence. As part of our commitment to remain at the forefront of the VIP/corporate helicopter market, we were proud to launch during Dubai Expo 2020 the new Agusta brand, dedicated exclusively to the VIP and corporate community and through which we will provide an unmatched suite of distinctive products and solutions.

With this announcement, the Agusta brand will truly embody the company's design, technology and service philosophy. It will become the focal point for our commitment to develop an unrivalled experience for our VIP customers now and in the future in every aspect, ranging from interior design to bespoke customisations as well as new operational and customer service solutions.

Listening to our customers, we know how much they value not only the combination of speed and elegance that are the hallmarks of helicopter flight with Agusta but also the personal touches, high levels of customisation and superior quality that makes their vertical flight experience unique.

The new Agusta brand was unveiled to coincide with the launch of an innovative helicopter terminal in Dubai, which we have developed alongside Falcon Aviation Services. Casa Agusta promises to begin a new era in vertical lift mobility by supporting the development of a network of point-to-point connections between major cities while offering an exclusive and stylish travel experience. You can read more about Casa Agusta elsewhere in this issue.

During our event at Dubai Expo 2020, Leonardo Helicopters Managing Director Gian Piero Cutillo underlined the company's commitment to draw on the heritage of the Agusta brand alongside an unrelenting pursuit of innovation to give VIP operators access to the highest quality products and services.

"We believe that distinctive design, philosophy and values in the executive transport and air mobility sphere should still be the key drivers to bring us into the next stage of our history. We are convinced that every heritage begins with a spark of innovation and a sincere determination to successfully materialize a long term vision" he commented.

To do this, we are making available a larger set of options and solutions for current and future customers, to tailor their unique flight experience. This will include new layouts and interiors, greater proximity to the customer and a stronger relationship based on open exchange of feedback and experiences. Our new brand is all of this and much more.

We will be establishing many different channels to introduce customers to the world of Agusta.

We know that rapid access to customer support is vital. Which is why an extensive dedicated Customer Support, Services & Training network is available to guarantee support anytime and anywhere it is needed. It offers maintenance, delivery of spares and full assistance to ensure mission success.

Customers can also access integrated training services directly at our Academies or online, according to their specific requirements and needs, with a wide spectrum of training courses, from type conversion to full operational and mission capability.

In conclusion, the new Agusta brand encapsulates our desire to give VIP and corporate customers a truly unique experience built on best-in-class performance, comfort and refined Italian style.

To find out more, about Agusta, visit [agusta.com](https://www.agusta.com) and follow Agusta_helicopters on Instagram:



CASA AGUSTA: A ROTORCRAFT TERMINAL 'MADE IN ITALY'

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CASA
AGUSTA

What is the essence of Italian design? Quality, experimentation, style and attention to detail. We have combined these hallmarks with a sustainable approach to the use of materials to create Casa Agusta – an innovative concept that offers something new and exciting to our customers.

Casa Agusta is our answer to the growing demand for point-to-point vertical mobility, particularly in urban areas where road networks are often overcrowded. It brings together a helipad alongside a modern and welcoming terminal featuring lounge areas and meeting space to create a single city-based heliport.

We chose a dedicated event during Dubai Expo 2020 to introduce Casa Agusta for the first time. The interior design, which can be customised to meet customer requirements, is not the only innovative aspect. There is also a strong emphasis on sustainability by using pre-assembled construction techniques. This means that the entire structure can be recycled and transported to a fresh location if required.

The flexibility of the internal space means that customers can choose the layout. This might involve several meeting rooms or the creation of a larger display area, which can be used as a showroom. Busy travellers can relax in the lounge areas designed to provide a welcoming setting for family and guests.

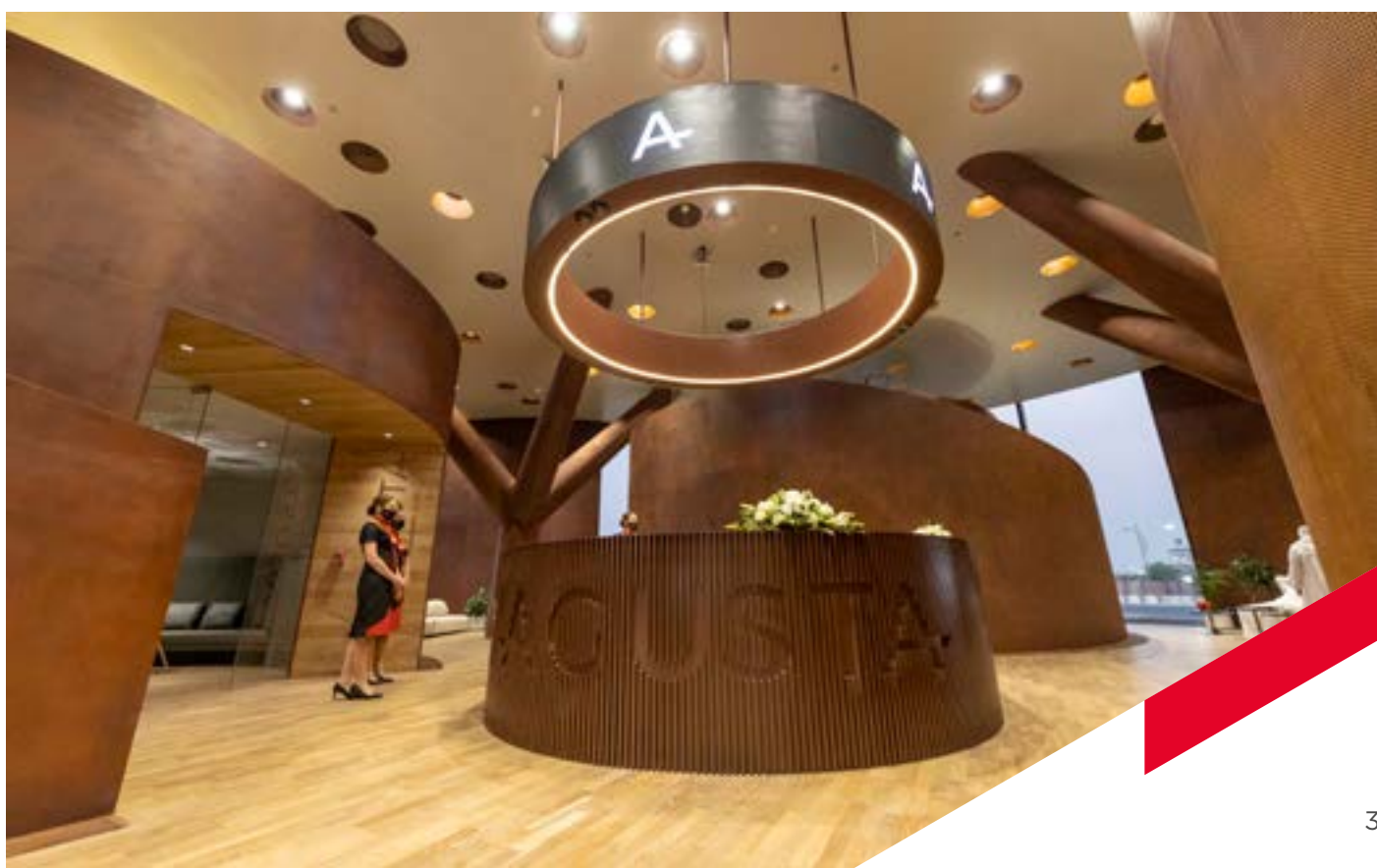
Casa Agusta is a contemporary and eco-friendly facility with a modern architectural structure. It features a circular frame that evokes the movement of rotor blades and its internal supporting columns reflect both the shape of an AW609 rotor blade and the natural shape of trees. The whole sensory experience is enhanced by a mirrored ceiling, which makes the building more dynamic and appealing.

There is a strong design connection between the pavilion space and the heliport too. Well-known Italian Architect Studio, Archea Associati, designed the terminal, while the furnishings of the inaugural Casa Agusta in Dubai were supplied by a renowned Italian furniture company.

The structure is made with pre-assembled construction technology using eco-friendly materials. As well as an option for the complete disassembly and recycling of the building, Casa Agusta also features lower energy consumption and maintenance needs thanks to hi-tech glazing and the use of heat pumps in the air conditioning system.

More widely, Casa Agusta offers a way to meet the growing demand for a network of point-to-point connections that can provide both urban transfers and links between cities. It recognises that vertical air mobility is becoming increasingly important for travellers who value speed and comfort, while the concept can contribute to making cities more sustainable and liveable.

Casa Agusta can also be integrated into a network of terminals, making vertical flight more accessible and allowing customers to have a direct connection to their destination while travelling in comfort and style.



AW609 FLIES IN FOR DUBAI DEBUT

The AW609 AC4, fully representative of the final production configuration, is now in Dubai for the first official presentation of the multirole tiltrotor in the region over the forthcoming weeks. This aircraft joined the fleet in 2019 and is focused on avionics testing. It moved to Italy in 2021 and is now being showcased for a limited period in Dubai.

Having presented the AW609 in the US and Europe, this is a chance for us to highlight the tiltrotor's unique characteristics in a region that is extremely important for the type in terms of future opportunities and the range of operational requirements it can meet.

The aircraft performed a one-of-a-kind ferry flight, leaving our Cascina Costa site in Italy on September 10th and landing in Dubai on September 13th, following stops in Southern Europe, Northern Africa and the Middle East.

As well as representing an important milestone for the programme, the AW609's flight to Dubai demonstrated its outstanding performance and the unprecedented advantages it offers for point-to-point connections. The AW609 is one of Leonardo's key technologies presented during Expo 2020 – an outstanding example of modern mobility capability.

While in the region, the aircraft is being supported by Aerogulf and hosted in their hangar at the Al Maktoum International Airport. Aerogulf is supporting us under an agreement which allows our personnel to provide technical support and to operate the aircraft from the airport for the limited time it stays in the Emirate.

The AW609 also took part in the Expo opening ceremony held on October 2nd in Dubai (see dedicated article in this issue), where we presented the new Agusta brand and the innovative rotorcraft terminal concept, Casa Agusta, both focused specifically on our VIP customers.



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