



## Brian Foley Associates

## News Release

For Immediate Release

Contact: Brian Foley Associates (973) 729-6914      [Info@BriFo.com](mailto:Info@BriFo.com)

### **Bizjet Fleet Orders Shaky**

#### *Newcomers Buy Hundreds*

SPARTA, NJ, January 6, 2009 – “Whereas previous backlogs were speckled with fleet orders from a handful of fractional providers, current order books sport a cadre of unproven, start-up fleet purchasers launching unproven businesses into a deep worldwide recession. These types of entities have literally placed hundreds of business jet orders” explains Brian Foley Associates (BRiFO) president Brian Foley. “They’re big on press coverage but small on balance sheets. “

“Virtually any start-up air taxi, charter or fractional program will be extremely challenged by the current economic environment. In our view a sizeable number of these entities will disappear or indefinitely defer orders, greatly complicating the lives of OEMs with exposure to this segment in the form of unsold product.”

Embraer’s Phenom order book appears particularly overweight in this category as does Bombardier’s L60XR and CL300 series. Cessna has a measurable amount of Mustang, CJ2+ and Citation X exposure, as does Hawker Beechcraft with its Hawker 750, 850XP and 900XP family. “We’re talking about a couple of hundred firm orders and another couple of hundred options, representing billions of dollars in backlog bookings”. All OEMS, including Dassault and Gulfstream, risk order deferrals even from the sound, established fractional providers who can postpone deliveries just like the airlines.

While hardly scientific, Foley notes a preponderance of these start-ups with “Jet” in their name. “These times may one day be remembered in our industry as the “Jet” bust, analogous to the “Dot-Com” bust of yesteryear. DayJet has served as the early warning shot of what’s to come.”

## **About Brian Foley Associates (BRiFO)**

The Brian Foley Associates consulting practice is used by the investment community to provide market due diligence on business aviation companies and sectors. They're also used by companies involved in the industry for strategic advice and market research. It was formed in 2006 by industry veteran Brian Foley, a former Officer at a major business jet OEM for over 20 years. Through his affiliate, Mr. Foley is a licensed securities representative finding buyers and growth capital for business aviation companies. For more information visit [www.BriFo.com](http://www.BriFo.com).