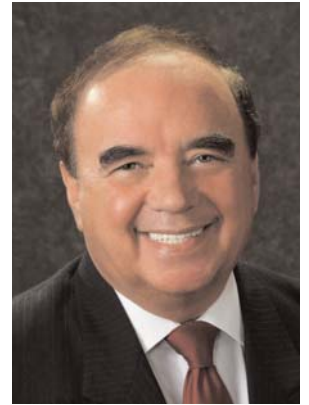


# 5 Questions with Sam Jantzen



A candid conversation about EBACE 2009 with Sam Jantzen, COO Raisbeck Engineering and BART International Senior Writer Jack Carroll

**1** As an exhibitor, what is your general opinion about EBACE 2009?

I believe EBACE will continue to be a super show for Europe. From what I hear, people are still pulling out of Paris because it's an air show, while EBACE is focused totally on Business Aviation. In regards to the economy, and this is just my opinion, in talking to a number of European business people, I detect an overall positive outlook - be it business people in general or dealers who were at EBACE - selling aircraft, systems or whatever. There just seems to be more optimism here in Europe than in the United States.

**2** Is Europe an important market for Raisbeck Engineering?

We've been working to strengthen our dealer network in Europe for a couple of years now. It has been a little weak, which is 100 percent our fault since we have been so domestically focused for 25 years or so. About five years ago, I decided we really needed to build our international base. At EBACE we found that we did not have dealers in critical parts of Europe, such as France, Switzerland, Portugal and Spain. We researched some solid companies covering these areas that we wanted to appoint as dealers - which is very important to us.

Prior to EBACE I never met some of these people, but thanks to the face-to-face contact that EBACE provides, I think we'll soon close a deal for distribution in France, as well as Portugal and Spain, which will both be covered by one company who we hope to sign sometime in June. And we also had a good discussion with Ruag of Switzerland. So, from a distribution standpoint, EBACE helped get the job done. Before, we just never found the right people to handle these areas, but now I think we'll have it taken care of in short order. We are in great shape dealer-wise in Northern Europe - the UK, Denmark and Germany.

By the way, we don't sell direct, everything goes through our dealers. We do meet with customers, but in concert with our dealers to help with sales presentations and so on and, of course, to also steer potential customers towards one of our distributors.

**3** What are your most popular modification programs?

We have new customers for KingAir model packages, plus for Learjet 35 ZR-Lite drag-reduction performance systems, including aft fuselages and lockers. We're also getting close to selling a fleet operator. For KingAirs, the system is called the EPIC Performance Package. In terms of which individual

systems will be included, it really depends on the model. For instance, on the KingAir 200, it would include a new set of props, a change to the leading edge of the wing, a ram-air recovery system, and a no-moving-parts turbocharger that forces more air into the engines.

The ZR-Lite system with aft lockers is also quite popular with Learjet 31 operators. With ZR-Lite on the Learjets, it will improve their speed and rate of climb, increase altitude and, at the same time, save 10 to 14 percent on fuel burn. There's about a two to three year investment payback for about 500 hours a year or, for an operator who runs his aircraft around a thousand a year, it's even less. So the ROI is just phenomenal. In fact, we just delivered our 100th ZR-Light system for the Lear 30 series, which we developed only three years ago.

**4** After Europe, what is your main business territory outside the US?

After EBACE, I'm going to Africa to work with our dealer at a KingAir conference. Our long-time dealer, NAC (National Airways Corporation) in South Africa, is having a fly-in for KingAir operators there and in surrounding countries who will attend a three-day seminar. They've put together a complete KingAir refurbishment program at their facility, where they can install a new avionics package, new interior, paint and so on. A number of companies from the U.S. will attend to discuss such matters as avionics, engine upgrades, winglets and so on. And of course we'll be making a presentation ourselves.

**5** What is your EBACE follow up?

I will come back from Africa via Europe, where I anticipate we'll sign a contract by around mid-June. We met a whole group at EBACE, including the financial people who came to see us, and that did a lot to push the deal along faster. As for the KingAir business, we had several prospects and individual KingAir users already assigned to work with our dealers, who visited our booth at EBACE. We generated real business at EBACE and, needless to say, are more than pleased. I should mention that from the time we started the KingAir models, we've done upwards of 6,000 systems - and we're still doing them. We didn't make any announcements at the show, but...knock on wood...will certainly do so once we get our Lear 35 fleet deal done.