

BOMBARDIER OPENED NEW AVIATOR LOUNGE IN THE PRINCIPALITY OF MONACO

News / Business aviation



Bombardier opened new Aviator Lounge by Bombardier, strategically located at the Monaco Yacht Club. H.S.H. Prince Albert II of Monaco officially inaugurated the Lounge. The new Lounge will provide a visually stunning, welcoming space for visitors to learn about Bombardier aircraft, legacy, and innovations. Guests of this exclusive lounge will be hosted by Bombardier regional sales team.

Emmanuel Bornand, Vice President of International Sales, Bombardier commented: “We are immensely proud to reaffirm our presence in the region with the opening of the magnificent new Aviator Lounge by Bombardier, the first tailor-made space of this kind by any jet manufacturer. We are honoured to be so firmly anchored within the Monaco Yacht Club, a historic and prestigious institution at the heart of the Principality of Monaco. The Aviator Lounge is a unique meeting place. Thanks to its location, it symbolizes the meeting of the land, the sea and the air. Most importantly, it provides a welcoming place for us to meet with anyone who wants to stop by to learn about Bombardier’s groundbreaking research in sustainability, about the eight decades of innovation that resulted in uncompromising, record-breaking performance of our jets, and our pioneering research into more sustainable ways to fly.”

The Aviator Lounge complements Bombardier’s already strong presence across the globe. In Europe, members of Bombardier’s sales team are strategically located across the continent to be available to clients wherever they are. A broad network of service facilities includes two service centres, in London – Biggin Hill and Berlin, and five Line Maintenance Stations. These include stations at the Nice airport, the second busiest in Europe in terms of business aviation, and at Le Bourget airport in Paris.

The Aviator Lounge, which already reflects Bombardier new brand identity unveiled only weeks ago, is a design masterpiece. It was conceived by the renowned Paris-based architect Andrea Mosca. Working from a blank canvas, he conceptualized an inviting space that is centered on Bombardier’s core value: the importance of authentic, personal, family-like relationships.

Mosca found ingenious ways to integrate Bombardier’s most important innovations and achievements into the design, both as their symbols and as conversation starters. The welcome desk in the shape of an aircraft wing hints at Bombardier’s legacy of innovation in wing design. It evokes the winglet that was first used on *Learjet* aircraft before becoming prevalent in aircraft design. It is also a tribute to Bombardier’s *Smooth Flow Wing*, an engineering marvel behind the legendary smooth flight and uncompromising performance of Bombardier *Global* aircraft, which

can perform in all types of weather and are the largest to land in airports like Gstaad's Saanen. A stunning lightning feature resembling an engine fan blisk hangs from the ceiling, a reminder that Bombardier was the first in business aviation to use this advanced engine type.

Bombardier EcoJet research platform, through which the company is testing aerodynamic, propulsion and other enhancements with the potential to reduce an aircraft's greenhouse gas emissions by 50%, is prominently displayed as well. It serves as a symbol of Bombardier's longstanding dedication and commitment to finding tangible ways to reduce aviation's environmental footprint.

Stunning photographs of Bombardier aircraft by the renowned French photographer Guillaume Plisson grace the walls and further elevate the space. The images were taken as part of his recent extensive collaboration with Bombardier that resulted in a host of evocative images that add to the company's new visual identity. This was the first foray into the world of aviation for Plisson, one of the world's most prominent maritime and yacht photographers.

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