AIRBUS HELICOPTERS FOCUSES ON CUSTOMERS AND PRESENTS PRODUCTS AND SERVICES AT HELI EXPO 2016

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Industry stakeholders will be invited to see the world of Airbus Helicopters' from a new perspective at the Heli Expo trade show from March 1-3 at the Kentucky Exposition Center in Louisville, KY. Airbus Helicopters will be highlighting its wide range of products and services with a strong lineup of five aircraft, including the H125 in law enforcement configuration; the H130 in utility configuration; the H135 and the H145 in Corporate/VIP configuration and the H215 in utility configuration.

"As the leader in the civil and parapublic market with a 45% share, our focus is now on going from the biggest to the best in the industry," said Airbus Helicopters President and CEO Guillaume Faury. "Focusing on our priorities of customer satisfaction, quality & safety, and competitiveness, our goal is to become the benchmark of the helicopter industry. And we are on the right track - from the commercial success of the newly released H175 and H145, the commercialization of the H160 taking place this year and our rank increase in industry customer satisfaction polls, we are seeing the clear results from our transformation plan, which is entering its third year."

The company's show display also includes three HCare Customer Services corners – Connected Services, Material Management & Upgrades and Training & Flight Operations - highlighting Airbus

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Helicopters' commitment to taking care of its customers on every flight.

Show-goers will also have the exclusive opportunity to get to know the H175 and H160 more closely through two brand new, interactive virtual reality and 360° presentations. The company will also be highlighting its in-house designed, state-of-the-art avionics suite, Helionix, currently featured H145 and H175 and in the future on the H135 and H160.

Having strengthened its leading position on the civil rotorcraft market in 2015, the company is also in the best position to meet the needs of the North American market. "Airbus Helicopters is not waiting for market recovery, and here in North America, we have been positioning for growth to come in both the U.S. and Canada," said Chris Emerson, President of Airbus Helicopters, Inc. and Head of North America Region. "The air medical and law enforcement markets are particularly promising: over the last decade, our helicopters have accounted for two-thirds of all new rotorcraft put into service for EMS missions, and for more than 50 percent of all new helicopters sold to U.S. law enforcement agencies. We are proud to be highlighting some of these great aircraft from our customers on the display at this year's show."

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