

Heli-Expo 2015

Airbus Helicopters' HCare brings a new dynamic in customer service, with comprehensive coverage, quality and performance

- Priorities on customer satisfaction while ensuring safety and operational availability
- Rollout of new enhanced warranty conditions: 3 years or 2,000 hours
- 100% commitment to deliver planned spare parts orders on time

Orlando, Florida, 4 March 2015 – Airbus Helicopters has introduced its redefined services offer, providing the rotorcraft industry's most comprehensive coverage emphasizing the company's commitment to keep its customers flying, anytime, anywhere.

Named "HCare" – which is consistent with Airbus Helicopters' new H designations for its rotorcraft product lines – this strategy is focused on bringing the most tailor-made and competitive services for customers' daily operations. HCare was unveiled at the Heli-Expo 2015 industry show in Orlando, Florida, where the company has a high-profile participation (Exhibit #2437).

"HCare is fully aligned with our new company claim of what is important to our customers is essential to us," said Matthieu Louvot, Airbus Helicopters' Senior Vice President Customer Service. "HCare is the product of our company-wide transformation, underscoring **our commitment to continuous improvement across our offer, bringing superior services to our customers' doorstep**. In the recent ProPilot survey, Airbus Helicopters moved up two spots in terms of overall customer satisfaction, which is further proof our efforts are yielding tangible results for our customers. We will continue on this path."

As part of this commitment to constantly support customers around the world, HCare encompasses a new 24/7 customer support platform to manage all customer queries. It is accessible anytime, anywhere via the Keycopter customer portal, by telephone or by email.

Airbus Helicopters' HCare is composed of 5 Customer Service offers:

- Helicopter MRO & Upgrades: Customized solutions to make the most of your aircraft
- Training & Flight Operations: Setting standards in safety, from type rating to Full Flight Simulators
- Technical Support: Manufacturer expertise with you anytime, anywhere
- Connected Services: The best helicopter management, just a click away, using the power of data to boost support and mission performance
- Material Management: Keeping customers flying
HCare's Material Management offer is structured in three levels:
 - EASY - Catalog offers, open to all customers providing a secured level of service
 - SMART - By-the-hour contracts providing superior performance and budget control
 - INFINIT - All-inclusive turnkey solutions with a full availability commitment.

A symbol of the redesigned *HCare Smart* offer is the rollout of the new Parts by the Hour (PBH) service for the AStar (H125): a very competitive pricing, no upfront payment for new contracts, and the option for a nose to tail coverage (Full by the Hour, FBH). This package is the solution of choice for customers who want to plan and control their expenses, an enhanced fleet availability and to reduce their administrative burden.

HCare also focuses on additional efficiency for customers. Thanks to the Helionix digital avionics suite commonalities between H145 and H175 rotorcraft, **flight training duration is decreased by up to 30%** compared to a normal type rating training. Airbus Helicopters' 26 training centers worldwide provide an all-inclusive training and flight operations offer at the customers' doorstep, supporting flight safety with the highest levels of quality.

Enhanced performance for the supply of spare parts, a cornerstone of aircraft availability for customers, is a key factor of HCare and is supported by a restructuring of the company's commercial approach. This includes investments of more than US\$120 million in worldwide stocks and a complete overhaul of the pricing method to provide coherent and fair rates. In terms of service level, **in 2014, 98 percent of all planned orders were delivered on time. As of April, the engagement will be 100 percent on-time deliveries for planned orders, with penalties if the performance is not reached.**

Another tangible proof of the company's commitment to customer satisfaction, Airbus Helicopters' **new warranty** conditions went into effect on January 1. They provide three-year or 2,000-flight-hour coverage for all of its new civil helicopters, with labor costs linked to the warranty also covered during the first year following delivery. This new warranty offer further emphasizes the company's no-compromise approach to the quality and reliability for its products.

About Airbus Helicopters

Airbus Helicopters is a division of Airbus Group, a global pioneer in aerospace and defense related services. Airbus Helicopters is the world's No. 1 helicopter manufacturer and employs more than 23,000 people worldwide. With 44 percent market share in civil and parapublic sectors, the company's fleet in service includes some 12,000 helicopters operated by more than 3,000 customers in more than 150 countries. Airbus Helicopters' international presence is marked by its 29 customer centers and participations and its worldwide network of service centers, training facilities, distributors and certified agents. Airbus Helicopters' range of civil and military helicopters is the world's largest; its aircraft account for one third of the worldwide civil and parapublic fleet. The company's chief priority is to ensure the safe operation of its aircraft for the thousands of people who fly more than 3 million hours per year.

For more information please contact:

Stéphane Chéry
Tel: + 33 (0)4 42 85 60 51
Mob: + 33 (0)6 23 93 71 23
stephane.chery@airbus.com

Erin Callender
Tel: + 33 (0)4 42 85 51 31
Mob: + 33 (0)6 72 86 68 03
Erin.callender@airbus.com