

Size

Most corporate operators tend to fly long distance with 6 - 8 passengers at the most. The capacity of the BBJ is rarely required, except by Middle Eastern operators. For instance, the Abu Dhabi Amiri Flight has ordered 3 BBJs fitted out with 30 seats in the main passenger cabin. The BBJ is ideally suited for these operators who typically fly a number of VIPs accompanied by a large entourage but this is a niche market.

Conclusion

Although an LR Subsonic will probably be more flexible than an SBJ in terms of being able to operate short routes up to 1000nm as well, some operators see no conceptual difficulty with using an SBJ on such short routes at M0.9 as long as the economics are reasonable. Most operators want to save time. One operator commented that when the first Learjet appeared on the market, corporations still bought it even though it meant stopping for fuel in Kansas on East to West Coast trips, while the DC6 that it replaced could go non-stop. The BBJ is unlikely to pose a significant threat to the SBJ for these reasons.

The BBJ is better suited to that sector of the market which has always operated airliners as private aircraft. This is not the main corporate aircraft market where the aircraft is a business tool, not a luxury item.

3.6 Conclusion

This analysis has estimated that there is a Market Potential for between [] and [] SBJs. There is also estimated to be a market for at least [] Long Range subsonic aircraft, excluding the BBJ and A319CJ. Since both of these figures are based on historical demand for the previous generation of Long Range subsonics, which entered service before the establishment of the Fractional Ownership concept, both estimates can be considered to be conservative.