EMBRAER DELIVERS ITS FIRST E190 TO COLORFUL GUIZHOU AIRLINES

News / Manufacturer

Embraer delivered yesterday, in a ceremony held at the Company's headquarters, in Sao Jose dos Campos, the first **E190** to China's **Colorful Guizhou Airlines**. Earlier this June, during the International Paris Air Show, the airline signed an order with Embraer for up to 17 E190s, being seven firm order and ten options. Its first flight is scheduled at the end of December.

As the first local airline within Guizhou province, Colorful Guizhou Airlines is positioned as a low-cost regional and trunk carrier. Established by the Guizhou Industrial Investment (Group) Co., LTD, it will target operating to cities in Guizhou and neighboring provinces. Its entrance marks the end of the absence of a locally-owned airline in Guizhou and the start of improvements to regional aviation in western China.

"Colorful Guizhou is our first customer in Southwest China, where the geographic condition is among the most complicated in the country. Embraer is glad to have this opportunity to provide transportation solutions for local airlines, and to improve the connectivity of remote regions," said Guo Qing, Vice President, Sales & Marketing, Commercial Aviation, Embraer China. "Meanwhile, I

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hope the great economy and reliability of E190 can generate good returns for Colorful Guizhou and sustain its healthy business development."

Colorful Guizhou also holds great expectation towards its up-coming E190 fleet. Zhai Yan, Chairman of the Guizhou Industrial Investment (Group) Co., Ltd and Chairman of Colorful Guizhou Airlines, said: "We are honored to form a partnership with Embraer, the world's leading aircraft manufacturer up to 130-seats with excellent products. Colorful Guizhou will mainly target the regional cities in Southwest China at the beginning, and gradually expand to other domestic and world markets. In this case, Embraer's flagship commercial aircraft E190, with its right-numbered seats and deliberately-designed fuel-saving features, is a perfect choice for us at the current stage."

Embraer is the only manufacturer to develop a modern family of four airplanes specifically targeted for the 70- to 130-seat segment. Since the formal launch of the program in 1999, Embraer has logged 1,700 orders and over 1,200 deliveries, with the E-Jets redefining the traditional concept of regional aircraft by operating across a range of business applications, with some 70 customers from 50 countries. The first E-Jet entered revenue service in 2004.

Embraer Embraer Commercial Aviation has achieved an 80% share of the regional aviation market in China. Currently, Embraer's ERJ145 and E190 are serving over 120 airports in more than 400 markets. As of Dec 3, Embraer had logged 167 firm orders for commercial jets from customers in China, of which 128 have been delivered.

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