EMBRAER’S NEWEST PROGRAM WILL MAKE ITS PLANES LOOK (AND FLY) FASTER

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Since its founding in 1969, Embraer has been known for creating world-class private jets. Much of its success comes from the Brazilian firm’s commitment to designing bold new jets for its customers to enjoy. And its latest endeavor, the ACE program, proves the brand's loyalty to innovative design.

“The ACE program is an enhancement package to pre-owned Embraer Phenom private jets,” says Jay Beever, vice president of interior design for Embraer Executive Jets. Phenom jets (which can be purchased in two models, the 100 and 300) were launched nearly a decade ago, meaning some customers are now looking to refurbish the interiors of their aircraft.

This opportunity to work with older models got Beever and his team brainstorming. “We decided to offer a package that could bring a new life to the aircraft.” They emphasized speed in the new design, imagining an aircraft that might not be able to participate in such shows as the Reno Air Race but would have the feel and authenticity of planes that do.

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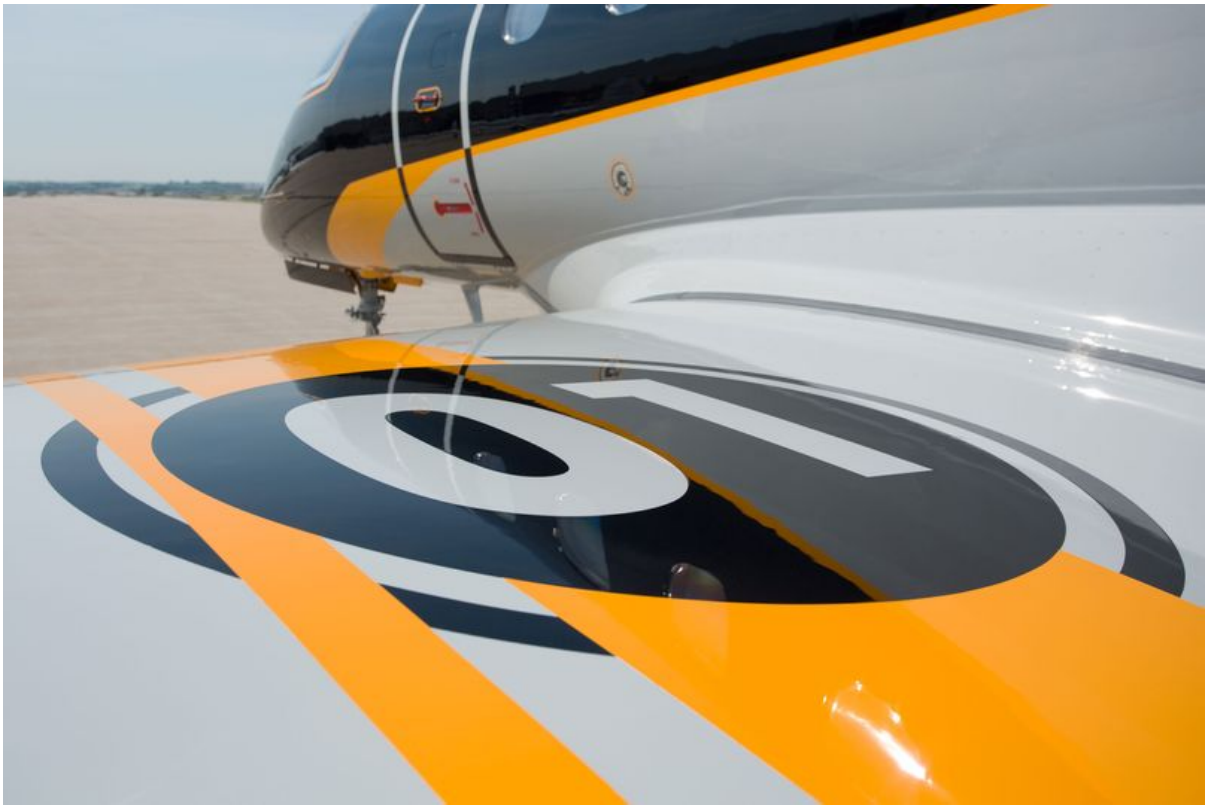
“The first plan was to strip away any excess weight inside the vessel so that we could maximize speed,” says Beever. “We approached this by studying other elegant structures around the world that have their exoskeleton showing, so to speak.” The Eiffel Tower was the first that came to the team’s mind. So sticking with that structure, Beever’s group removed heavy interior amenities while keeping the plane’s luxurious feel. Depending on the weight of the parts removed from the interior, the Phenoms refurbished in the ACE program will be able to fly at faster speeds than the previous models.



The plane’s exterior will be repainted, using a bold color scheme that will enhance the feel of a racing aircraft. Adding to the exclusivity, each airplane can be individually numbered on the wing. This means that only one plane can sport the number five, for example; other customers won’t be able to use it.

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“No other private jet company has done this before, which makes it so exciting for our customers,” says Beever. The company declined to give a price estimate for the refurbished aircrafts, noting that each job will be highly customized. “What we can confirm,” says Beever, “is that the clients will love their new airplane.”

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