

BANKING/FINANCE

Embraer, Bombardier Sharpen Duel as Airlines Eye Upgraded Jets



CARLA GOTTGENS/BLOOMBERG NEWS

Embraer is working to boost commercial jets sales as it navigates slowing deliveries from earlier-generation E-Jets over the next two years.

by Julie Johnsson,
Mary Schlangenstein
and Frederic Tomesco

Embraer SA's first new narrow-body jet is set to fly into commercial service this week to take on Bombardier Inc. But that's just a prelude to the bigger battle emerging between heavyweights Boeing Co. and Airbus SE.

At stake: possible orders from Air France-KLM, United Continental Holdings Inc., and JetBlue Airways Corp. The sales campaigns are a key test for Embraer and Bombardier as they seek to prove the potential of a new generation of 100- to 150-seat narrow-body jets, a market sliver that Airbus and Boeing have largely abandoned for bigger, more profitable models.

The twist is that the order contests are poised to become the next battleground in a broader struggle between the aerospace duopolists. While Airbus prepares to take control of Bombardier's C Series program, Boeing is deep into talks with Sao Jose dos Campos, Brazil-based Embraer to form a commercial-jet venture.

It remains unclear whether the market realignment and fuss over the dueling new aircraft, both powered by Pratt & Whitney engines, will stir even greater airline interest and sales. The 100-seat jetliner market "has historically been a wasteland," said aerospace analyst Richard Aboulafia, although "Embraer has accomplished the impressive feat of cultivating it."

From the banter traded by executives at Embraer and Bombardier, both companies are confident of success.

For the industry as a whole, Bombardier forecasts sales of about 6,800 narrow-body airliners with 100 to 150 seats over the next 20 years. Alain Bellemare, chief executive officer of the Montreal-based planemaker, can't stop talking up what Airbus's sales and supply-chain heft will do for the C Series and its all-new technology. The European planemaker has promised to work with suppliers to lower manufacturing costs, an area where Embraer holds the advantage.

"We have the best aircraft in the industry bar none," Bellemare said last month. With Airbus behind the jet, interest from airlines has increased "exponentially," he said recently.

John Slattery, the chief of Embraer's commercial-aircraft business, declined to discuss the Boeing talks or the sales advantages that might come from jointly marketing Embraer's regional and narrow-body jets to longtime customers of the U.S. planemaker's 737. He instead focused on the gains in range, fuel economy and noise pollution since the upgraded E2 program was launched five years ago.

"Nose to nose, the E2 beats the C Series economically," Slattery said in an interview. "I would be disappointed if that did not manifest into meaningful commercial orders throughout this year and coming years."

Embraer is working to boost commercial jets sales as it navigates slowing deliveries from earlier-generation E-Jets over the next two years. Slattery is hoping for a sales bump as the first E190-E2, which seats as many as 114 travelers, enters the market with Norway's Wideroe Airlines on April 4.

Each of the three jets has a custom-designed wing, a rarity given the engineering complexity involved. That provides a potential weight- and cost-savings advantage over the C Series, which has two models that share a wing design sized for an even bigger model still on the drawing boards.

The larger model, dubbed the CS500, will probably never materialize since it would compete directly with Airbus's top-seller, the A320neo, Aboulafia said.

"But there's another possibility," he said. Airbus could expand the C Series past 150 seats, "then use a new twin-aisle family to pursue the middle market," where Boeing is planning a new family of jets.

Bombardier plowed more than \$6 billion into developing the C Series, its biggest plane, and slogged through years of production delays. The Montreal-based company agreed last year to hand control of the cash-draining program to Airbus for no cost as sales stalled amid a U.S. trade scuffle with Boeing.

Embraer's newest aircraft were developed relatively inexpensively, and on schedule, as "refreshed" versions of an older aircraft family. That means the E2 versions of Embraer's E190 and larger E195 can pressure the Canadian jet on price, said Bloomberg Intelligence analyst George Ferguson.

Julie Johnsson, Mary Schlangenstein and Frederic Tomesco report for Bloomberg News.



CITY OF DORAL NOTICE OF PUBLIC HEARING

All residents, property owners and other interested parties are hereby notified of a **Zoning Workshop Meeting** on **Monday, April 9, 2018 at 6:00 PM**. This meeting will be held at the **City of Doral, Government Center, Council Chambers located at 8401 NW 53rd Terrace, Doral, FL 33166** to consider the following public hearing application:

HEARING NO.: 18-01-DOR-11

APPLICANT: Joseph G. Goldstein, Esq.

PROJECT NAME: Baptist Health Emergency Center Doral

PROJECT OWNERS: Baptist Health South Florida, Inc.

LOCATION: Generally located on NW 58th Street and East of 97th Avenue

FOLIO NUMBERS: 35-3021-001-0312, 35-3021-001-0314, 35-3021-001-0315

SIZE OF PROPERTY: 2.61± Acres

PRESENT LAND USE: Business (B)

PRESENT ZONING: Corridor Commercial (CC)

REQUEST: The Applicant on behalf of Baptist Health South Florida, Inc., is proposing to develop the property into a two-story, 43,599 square foot medical office building consisting of a stand-alone emergency facility on the ground floor and medical offices on the second floor.

LEGAL DESCRIPTION: THE EAST 264.39 FEET OF THE WEST 396.64 FEET OF THE EAST ONE-HALF (E-½) OF TRACT 32, SECTION 21, TOWNSHIP 53 SOUTH, RANGE 40 EAST, OF FLORIDA FRUIT LANDS COMPANY SUBDIVISION NO. 1, ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 2, PAGE 17 OF THE PUBLIC RECORDS OF MIAMI-DADE COUNTY, FLORIDA; LESS AND EXCEPT THE NORTH 45 FEET FOR ROAD RIGHT-OF-WAY.

TOGETHER WITH:

THE WEST 132.25 FEET OF THE EAST ONE-HALF (E-½) OF TRACT 32, SECTION 21, TOWNSHIP 53 SOUTH, RANGE 40 EAST, OF FLORIDA FRUIT LANDS COMPANY SUBDIVISION NO. 1, ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 2, PAGE 17, OF THE PUBLIC RECORDS OF MIAMI-DADE COUNTY, FLORIDA; LESS AND EXCEPT THE NORTH 40 FEET FOR ROAD RIGHT-OF-WAY; ALL OF SAID LANDS SITUATED, LYING AND BEING IN MIAMI-DADE COUNTY, FLORIDA. CONTAINING ±113,763 SF OR ± 2.61 ACRES.

Location Map



ZONING WORKSHOP PROCESS: The zoning workshop consists of two sessions:

1. **First Session.** The first session of a zoning workshop shall provide a forum for members of the public to learn about proposed developments within the city. Developments may be presented to the public simultaneously, in several locations within the meeting site. During this session, members of the public are encouraged to ask questions and to provide feedback to the applicant about the proposed development. The applicant shall provide visual depictions, such as renderings, drawings, pictures, and the location of the proposed development. In addition, representatives of the applicant shall be available to answer questions that members of the public may have about the proposed development. The members of the City Council shall not be present during the first session of the zoning workshop. No meeting shall start before 6:00 PM Eastern Standard Time and shall take place at a time and date to maximize public participation.

2. **Second Session.** The second session of a zoning workshop shall provide a forum for the City Council to learn about the proposed developments discussed at the first session of the zoning workshop. No quorum requirement shall apply. Developments shall be presented by the applicants sequentially, one at a time, for the City Council's review and comment. The applicant shall again present visual depictions of the proposed development. In addition, the applicant shall be available to answer any questions that members of the City Council may have about the proposed development.

No quorum requirement shall apply nor will any vote on any project be taken, but roll call will be taken, as it is a publicly noticed meeting.

Information relating to this request is on file and may be examined in the City of Doral, Planning and Zoning Department located at **8401 NW 53rd Terrace, Doral, FL 33166**. All persons are invited to appear at this meeting or be represented by an agent, or to express their views in writing addressed to the City Clerk, **8401 NW 53rd Terrace, Doral, FL 33166**. Maps and other data pertaining to these applications are available for public inspection during normal business hours in City Hall. Any persons wishing to speak at a public hearing should register with the City Clerk prior to that item being heard. Inquiries regarding the item may be directed to the Planning and Zoning Department at 305-59-DORAL.

Pursuant to Section 286.0105, Florida Statutes If a person decides to appeal any decisions made by the City Council with respect to any matter considered at such meeting or hearing, they will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for introduction or admission of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law. In accordance with the Americans with Disabilities Act, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Planning and Zoning Department at 305-59-DORAL no later than three (3) business days prior to the proceeding.

NOTE: If you are not able to communicate, or are not comfortable expressing yourself, in the English language, it is your responsibility to bring with you an English-speaking interpreter when conducting business at the City of Doral during the zoning application process up to, and including, appearance at a hearing. This person may be a friend, relative or someone else. A minor cannot serve as a valid interpreter. The City of Doral DOES NOT provide translation services during the zoning application process or during any quasi-judicial proceeding.

NOTA: Si usted no está en capacidad de comunicarse, o no se siente cómodo al expresarse en inglés, es de su responsabilidad traer un intérprete del idioma inglés cuando trate asuntos públicos o de negocios con la Ciudad de Doral durante el proceso de solicitudes de zonificación, incluyendo su comparecencia a una audiencia. Esta persona puede ser un amigo, familiar o alguien que le haga la traducción durante su comparecencia a la audiencia. Un menor de edad no puede ser intérprete. La Ciudad de Doral NO suministra servicio de traducción durante ningún procedimiento o durante el proceso de solicitudes de zonificación.

Connie Diaz, CMC

City Clerk

City of Doral

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