

HARRODIAN FLYER

EXECUTIVE AVIATION'S FIRST
CHOICE NEWSLETTER
ISSUE 19 05/2009



Yes we can!

HARRODS AVIATION
HANDLES AIR FORCE ONE

AIR HARRODS

A UK FIRST, AN AVIATION DAY AND
BRITISH GRAND PRIX DETAILS

NEW LOOK

A BRAND UPDATE FOR
HARRODS AVIATION



Welcome from the MD

The winter has been quieter than we all would have liked or even predicted a year ago, however, Harrods Aviation has fared well and enjoyed its best year last year.

As a business we have not spread ourselves too thin by diversifying into areas that are not proven. We have concentrated on what we do best, which are our core activities in a market that is well known to us. Many opportunities present themselves, but as an organisation we don't just jump at the first thing that comes along. We remain as committed as ever to the long term strategy of the business and if the right venture is out there then we will not miss the opportunity to grow.

The summer is set to challenge us further with more FBO providers emerging into the market but Harrods Aviation is superbly placed to tackle and overcome these obstacles. The focus must remain on service and value for the customers.

The first quarter of the year has seen much effort put into planning and scheduling for all areas of the business. Preparation for the arrival of five heads of state for the G20 Summit kept Stansted Operations extremely busy for March. Engineering pulled out all the stops to accommodate scheduled maintenance and also ad hoc customers, which would have provided a test for even the largest maintenance facility. Also the Luton team rose to the challenge and made the Aviation Day hosted by Air Harrods and the Aircraft Sales department a roaring success.

The Stansted FBO is also about to begin its much-anticipated refurbishment. Work has started with regard to the makeover and the building will remain fully operational throughout the summer and any disruption will be kept to a minimum. We hope that all of our customers and staff will reap the benefits of the refurbished building.

We will have a bigger presence at EBACE this year and have a new stand to exhibit. I hope that you will be able to come and see us at the show.

We look forward to welcoming you.

Kate Bayes
Managing Director

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Meet the Luton and Stansted Base Maintenance Managers taking engineering and maintenance forward for Harrods Aviation

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News from all corners of the business taking in the high profile work carried out by Harrods Aviation at Stansted airport for the G20 Summit attendees

Focus on Services pages 10 – 11

Find out more about the bluebox IFE system. Harrods Aviation can offer the system to you as an authorised dealer

Steve Frazer

Base Maintenance Manager – Stansted

Steve joins Harrods Aviation as the new Base Maintenance Manager for Stansted. Steve brings with him nineteen years' experience at British Airways at London Heathrow.

He started with BA as a Mechanical Aeronautical Engineering Apprentice and worked his way up to join the management team. Steve has worked in the long haul casualty unit and service check hangars, as well as holding the role of Shift Manager in Terminals 1 & 4, running seventy plus long haul turnarounds every day.

Before joining Harrods Aviation in February, Steve was Fleet Shift Manager at Terminal 5.

Looking forward, Steve plans to build upon customer relationships and to continue delivering the highest standards of quality and professionalism that Harrods Aviation customers have come to know and expect.

Steve's focus will be on building the Harrods Aviation brand name and taking our service to new levels which will give our customers the confidence to keep returning and allow our reputation to continue to grow.



Dave Dimmock

Base Maintenance Manager – Luton

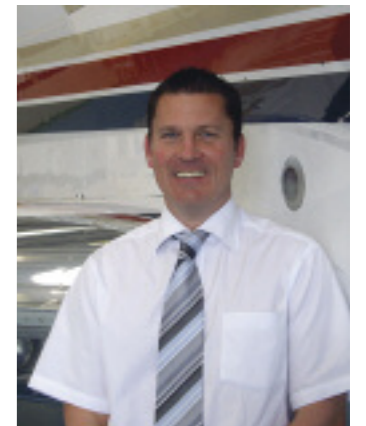
Dave started his career in aviation in 1981 where he served a four-year apprenticeship at McAlpine Aviation Ltd based at Luton.

He then moved on to join Ryanair, working on the line and looking after their fleet of BAC 1-11s. Dave has also gained valuable aviation experience working for Gulfstream Aerospace and Bombardier.

Hard work paid off and, in 1994, Dave gained his first CAA licence in the electrical element while working for London Business Aviation (LBA) in Hatfield. Since then he has gone on to gain all other avionic categories and now holds a full Part 66 license.

Dave joined Harrods Aviation in April 2008 as the Deputy Base Manager and has since been promoted to Base Maintenance Manager for Engineering at Luton.

Throughout his career Dave has been fortunate enough to have attended many aircraft type courses and other, non-aircraft related training courses, providing him with the background to allow him to be where he is today.



Airworthiness Reviews

Harrods Aviation has received approval from the CAA to conduct annual airworthiness reviews in accordance with EASA regulations Part M Subpart I.

This annual review is mandatory for all EASA region aircraft to ensure their continuing airworthiness.

Harrods Aviation has been an EASA approved Continued Airworthiness Maintenance Organisation since August 2006 when it obtained its Part M Subpart G approval.

The new approval now means Harrods Aviation can offer the full scope of continuing airworthiness management services for a wide range of aircraft from manufacturers including Bombardier, Gulfstream, Hawker, Sikorsky and Agusta.



2009 Show Diary



The 2009 NBAA Schedulers and Dispatchers in Long Beach California kicked off a busy year of shows for Harrods Aviation.

Harrods Aviation and Air Harrods will be exhibiting as follows:

- EBACE**, 12-14 May, Geneva **Stand 1033, Hall 6**
- Helitech**, 22-24 September, Duxford Aerodrome **Hospitality Chalet**
- NBAA Convention & Exhibition**, 20-22 October, Orlando **Stand 2223**

Although not exhibiting at other shows such as the CBAA, JetExpo and the Paris Air show, Harrods Aviation will have representatives in attendance on foot, so if you would like to see us there please make contact in advance by email to info@harrodsaviation.com.

LUTON IMMIGRATION

In January of this year the UK Border Agency (UKBA) withdrew pre-clearance at Luton.

Following the termination of this service, passports are required to be presented to the Border Agency officers based in the main terminal building at the airport.

Customers are required to wait at the airport until the passports have been checked and entry has been granted into the UK.

The UKBA have apologised for the manner in which pre-clearance was stopped but they have stated that it will not be returning.

Harrods Aviation has met both the local UKBA and the Home Office in order to try and resolve the matter. A number of inconsistencies have presented themselves over the last few months and Harrods Aviation, with support from the British Business & General Aviation Association (BBGA) and the Luton Airport Authority, is actively trying to resolve these issues in order that an acceptable solution can be offered for all our customers in the future.

G20 Heads of State – Yes We Can



Harrods Aviation Stansted was proud to have been selected as the first choice London FBO for many Heads of State during the recent G20 Summit held in London.



US President Obama & the First Lady wave goodbye at Stansted through the mist

Following weeks of meticulous planning with the Foreign and Commonwealth Office, Embassy staff, the Airport Authority and security services, Harrods Aviation's Stansted FBO handled both the in- and out-bound movements of Air Force One carrying US President Obama and the First Lady.

The US presidential flight was not the only high profile turnaround handled by Harrods Aviation. Throughout the week of the G20 Summit no fewer than five Heads of State flights and thirteen supporting aircraft were looked after through the Harrods Aviation facilities. The intensity of the arrivals and

departures with the level of individual planning for each flight was superbly handled by the Stansted team. The flexibility of the Stansted FBO facility meant it could house all security and embassy personnel and have them working alongside the Harrods Aviation staff in order to facilitate the associated activities of each movement efficiently.

This indeed was a very prestigious few days for Harrods Aviation that clearly demonstrated that the answer to any question posed to the experienced Stansted team is always 'Yes we can!'

'It was a real treat to ride on your helicopters and see the whole fleet presented as well as your new terminal. The food was delicious and company hospitable. We had a great time and look forward to doing business with you this year.'



'Congratulations on a thoroughly enjoyable and informative day at your Luton FBO... The Piaggio aircraft was a revelation – I was pleasantly surprised by the sense of space inside the aircraft and the finish was to a very high standard.'



'Just a quick note to thank you for your hospitality this week. Both James and I enjoyed the day, met some new contacts and rejuvenated our love of the Avanti. A productive day and look forward to working with you on getting the Avanti operating in the UK.'



Aviation Day

The Air Harrods and Harrods Aviation combined Aviation Day dawned bright and marked the start of an event to launch the Air Harrods-managed VIP Sikorsky S-92 helicopter onto the charter market and the Harrods Aviation Exclusive Dealer status with Piaggio Aero for the Piaggio P.180 Avanti II aircraft.

In total 62 invited guests attended the Aviation Day held at the Harrods Aviation Luton FBO where the waiting Air Harrods fleet comprising a Sikorsky S-92, S-76C++, S-76C, an Agusta 109 Grand and an Agusta 109 Power Elite were showcased.

In order to demonstrate the aircraft guests were then flown to nearby Hanbury Manor Hotel and Country Club in Ware, Hertfordshire. Hanbury Manor works closely with Air Harrods and is to be the Air Harrods 2009 VIP helicopter shuttle site for the British Grand Prix in June.

Following a canapé breakfast and an opportunity to look around the fleet in detail the guests were flown back to Harrods Aviation at Luton.

The late morning saw the Harrods Aviation Aircraft Sales department give an overview of the Piaggio P.180 Avanti II aircraft, a gleaming example of which had arrived in order to provide demonstration flights for guests later in the day.

Piaggio Aero themselves gave a presentation on the aircraft and its high level of performance, fuel efficiency and minimal noise footprint. This was then followed by Avanti II demonstration flights, impressing passengers with the performance and style.

As an extra luxury, and in keeping with the Ferrari/Piaggio connection, the local H.R. Owen dealership brought along six Ferraris and all guests were encouraged to take a test drive to experience the thrill of driving this fantastically powerful car.

The day has been hailed a success with positive comments from guests flowing. It is an example of the synergy between our two companies combining to create a memorable experience for our mutual customers.



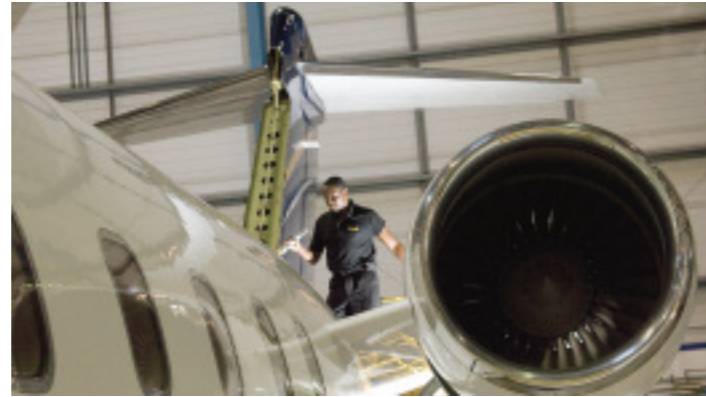
BOMBARDIER COMMITMENT

Harrods Aviation has worked with customers operating Bombardier aircraft for many years building up levels of experience on-type to rival any maintenance organisation.

In more recent years greater focus has been placed on the Global Express and Challenger 600 series aircraft and accordingly training of engineers is concentrated in these areas. This allows Harrods Aviation to present specifically-skilled engineers to work on our customers' aircraft for line and scheduled maintenance inputs.

Harrods Aviation continues to support the Bombardier product line and intends to increase the company approval later in 2009 to include the Challenger 300. From August 2009 any customer requiring warranty work to be undertaken by Harrods Aviation will need to contact Bombardier in advance to agree a warranty rate.

Warranty work, line and scheduled maintenance for the Global Express and Challenger 600 series and soon the Challenger 300 will continue in our fully equipped Luton and Stansted hangars for as long as these Bombardier products remain a popular choice with our customers.



Advance Passenger Information

The US Department of Homeland Security is implementing a new regulation for private aircraft (Part 91) with which all flights departing from or returning to the United States will be required to comply. This means that US Customs and Border Protection (CBP) will require that electronic notices of arrival and departure as well as electronic manifests relative to all travellers (passengers and crew) be submitted within specific timeframes through an electronic Advance Passenger Information System (eAPIS).

The new regulation came into effect in December 2008 but compliance is not mandatory until 18 May 2009. Although voluntary until 18 May it is understood that customs is trying to encourage early participation to ensure operators are used to the new procedures prior to the mandatory date.

In order to comply all operators are encouraged to enrol on the eAPIS website and manually enter data through the website (<http://eapis.cbp.dhs.gov/>). As all eAPIS manifests must be submitted to the CBP electronically Harrods Aviation has made the

website easily accessible from the PCs in both our crew and passenger lounges for your convenience.

Submission must be made within the following timeframe for the operator to comply with the reporting requirements:

- For flights originally destined for the United States, no later than 60 minutes prior to departure of the aircraft from the foreign port; or
- For flights not originally destined to the United States, but diverted to a US port due to an emergency, no later than 30 minutes prior

to arrival (in cases of non compliance, CBP will take into consideration that the carrier was not equipped to make the transmission and the circumstance of the emergency situation); or

- For flights departing the United States, no later than 60 minutes prior to departure.

Harrods Aviation would urge all its operators to investigate fully the CBP's requirements prior to the mandatory compliance date of 18 May and to check with their routing agent as some are developing their own systems to assist with the gathering of the required information.

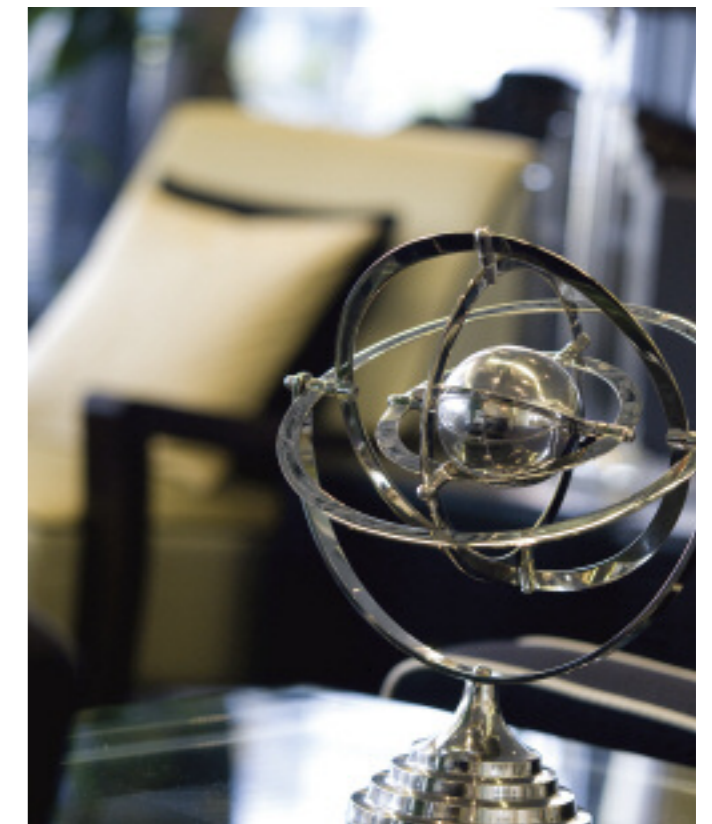
New Look Stansted

Harrods Aviation is pleased to confirm the signing of a new lease with the airport operator BAA for the building known as the AVITAT. Consequently a phased refurbishment of the facility is under way. The first stage was completed prior to Christmas and saw a stylish makeover of the main passenger lounge and an interim re-model of the area formerly used as a restaurant.

Next to follow will be the main reception area then more serious work to renovate the building's structure and appearance will commence.

The programme of works has been carefully drawn up to cause the least disruption to our customers; the intention being to keep the newly refurbished areas functional and comfortable throughout the project.

The end result will be a facility that complements the high quality of service offered to our clients and enables our dedicated staff to operate to the best of their ability.



ARTWORK ADDITION

Any customers frequenting the Harrods Aviation Luton FBO will not have failed to notice the arrival of some stunning pieces of art.

Castle Galleries have provided some large photographic prints of Marilyn Monroe that now adorn the walls in the main passenger lounge and reception area.

The pieces are available to purchase through Harrods Aviation and staff members will be able to advise accordingly.



UK First

Air Harrods is delighted to be able to offer clients a unique opportunity to charter the UK's first and only VIP-configured Sikorsky S-92



This Air Harrods-managed helicopter represents an unprecedented charter opportunity with the ability to transfer up to 16 passengers in VIP luxury.

Sikorsky aircraft are the first choice helicopter for kings, heads of state and captains of industry, as they are known to be one of the most reliable and powerful helicopters in executive charter operations. Air Harrods operates two of the most up-to-date types available from this manufacturer; its own nine-passenger S-76C++ and now the managed 16-passenger S-92.

The Sikorsky S-92 offers unrivalled capacity, range and speed and with the spacious and quiet, stand-up executive cabin the interior is closer to that of a large private jet. Leather seats and air-conditioning combine with Sikorsky's Active Vibration Absorbing Control System (AVS) to offer a smooth and stylish ride.

Subject to its load the S-92 can fly 16 passengers and their baggage up to 500 miles at nearly 190 mph. Furthermore, with an on

board WC, the option to fly with a cabin attendant and a London to Paris flight time of one hour, this aircraft presents options to rival those of most corporate jets.

The addition of the S-92 to the Air Harrods charter fleet presents many exciting options for clients as the UK events season gets underway during May. Here are some of the events accessible by any of the Air Harrods helicopters which, of course, will take away all the associated stresses and strains of travelling by car.



Events Diary

1 May – 31 August
Glyndebourne Opera Season

16 – 20 June
Royal Ascot

19 – 21 June
2009 Formula One Santander British Grand Prix. See page 12 for more details.

3 – 5 July
Goodwood Festival of Speed

26 July
Cartier International Day

28 July – 1 August
Glorious Goodwood

1 – 8 August
Cowes Week

18 – 21 August
Ebor Festival

18 – 20 September
Goodwood Revival

Enter a different Formula One world...



2009 is likely to be the last time that the British Grand Prix will be held at Silverstone. There are few events in the UK this year that will match the intensity, atmosphere and glamour of this motorsport gathering.

This year we are offering a choice of luxury departure locations that have been chosen for their style and your convenience. From London's Battersea Heliport you could arrive at the circuit in 30 minutes and from Hanbury Manor in Hertfordshire the journey is just 15 minutes.

In addition to our helicopter flights, why not consider adding a luxury accommodation

package to make your weekend extra special. We are delighted to be able to offer the following options for your consideration.

If you are staying in London we recommend the Luxury five star All Suite Wyndham Grand London Chelsea Harbour. Alternatively if you are looking for a country hotel with sporting and spa amenities we can offer accommodation packages at our chosen venue Hanbury Manor. Prices available upon request.

So, enter a different Formula One world this year with Air Harrods and get to Silverstone well ahead of Jensen Button or Lewis Hamilton!



CHANGES AFOOT!

The Harrods Aviation branding is being brought inline with that of our parent company. Over the coming months the Harrods Aviation logo will change to the one seen throughout this newsletter.



In May our website was relaunched to reflect this change and the site for Air Harrods also received a facelift.

We are delighted with this update to our image and customers will see more subtle changes as the months roll by.

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