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Haute Living's Exclusive Look at How a Bombardier Comes Together

BY DELLVIN ROSHON WILLIAMS

BOMBARDIER BUSINESS AIRCRAFT MANUFACTURES THE world's most luxurious business jets that have the largest, longest range. We know that. As a premium brand, it boasts the best product portfolio and the largest backlog in business aviation to date. We also know that. Here's what we don't know: how a Bombardier aircraft actually comes together. With the flagship Global 7500's first 2018 delivery and entry-into-service firmly in the books, Haute Living takes a look at what it means to literally create world-class flight experiences out of proverbial thin air.

Perhaps the secret to its success lies in a process that—until now, few have been aware of: For the Ultra-high-net-worth (UHNW), a Bombardier must be an extension of their personality. It masterfully weaves comfort, connectivity, innovation and expert engineering into a seamless, ultra-long-range experience. Bombardier Business Aircraft's Industrial Design Manager Tim Fagan explains, "The specification process for personalizing a Bombardier business aircraft to completion typically takes place over several meetings." First, the Bombardier Business Aircraft team focuses primarily on gathering information about the customer: their plans for the aircraft, frequent missions, city pairings and how many passengers would typically be aboard.

"This helps guide the overall layout of the aircraft cabin, including the number and location of seats, sofas, entertainment suites, monitors, entertainment equipment and possibly communications antennas for cabin connectivity and other optional features," he adds. "The aircraft team also proposes variations that might meet customer requirements, including bespoke features. So, these requests can also be discussed."

At this stage, the aircraft team also discusses color and material preference with the client to help guide interior design vis-à-vis personal tastes. From exotic leathers and woods, to carpets and metal finishes, the designer builds various material boards that are refined throughout the process. From here, a digital "first impression" of the future aircraft emerges.

Fagan continues, "From this, the engineering team in Montreal develops a formal proposal of both the technical elements of the aircraft as well as photorealistic renderings of the design proposals. Depending on customer availability, the requirements of the design proposal and the timeline of custom material samples, multiple meetings may lead to the final aircraft configuration. And a final aircraft definition, including technical specification, visuals and material samples is presented to the customer for approval."






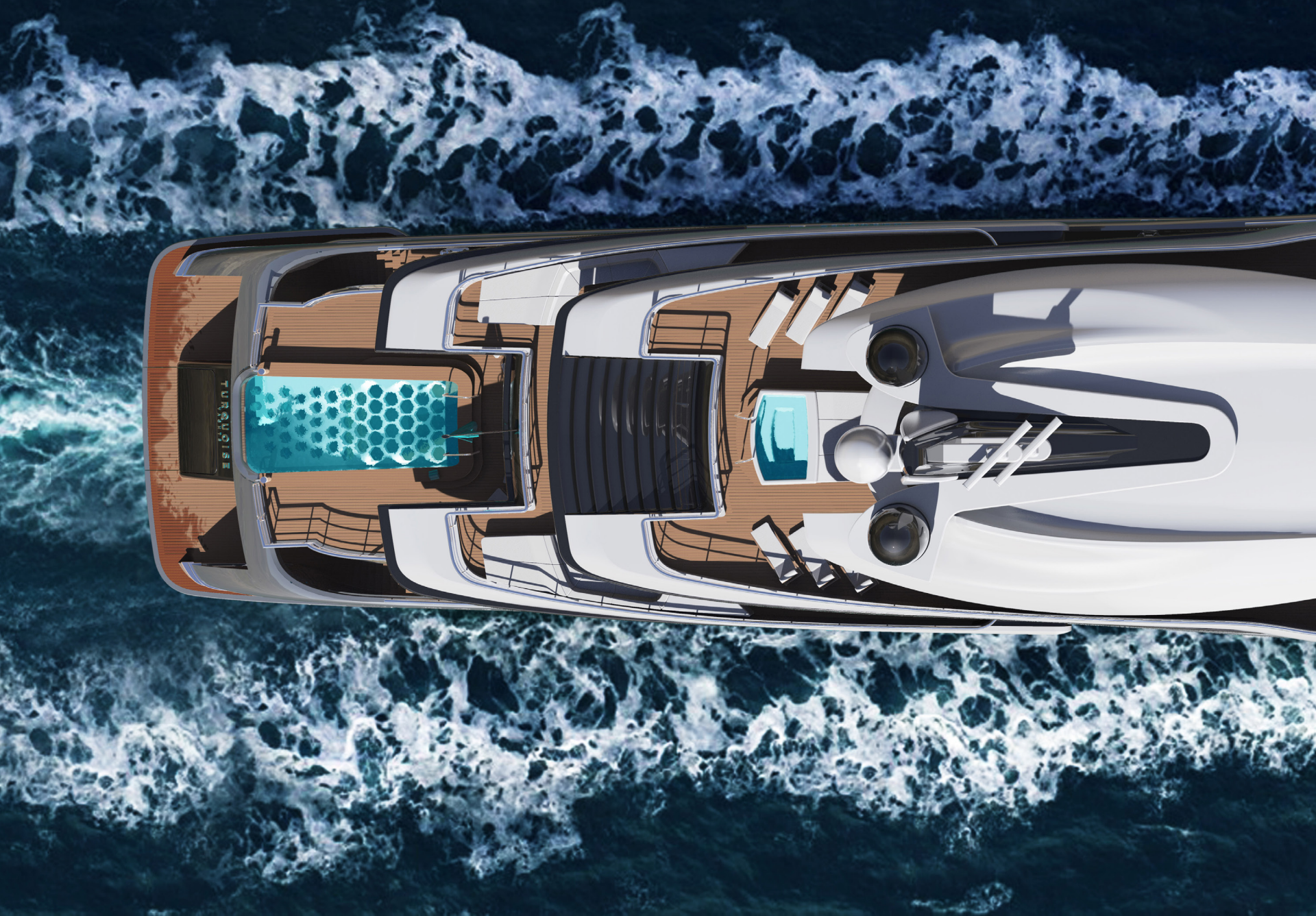
As for the importance of the process, there's a saying: "People don't buy products; they buy meaning." Fagan's insights shed enormous light on what a Bombardier design scenario is all about. For example, the progressive development of a Global 7500 aircraft cabin from a blank sheet (with seating for up to 19 passengers) allows, on one hand, the aircraft owner to envision the aircraft and express him or herself through the poetics of product design while soaking up unparalleled access to the brand—which is what luxury is all about.

On the other hand, brand-customer collaboration takes us beyond features and functions, and deeper into the dynamics between buyer motivations and the complementary technological and design-driven push for innovation.

In addition, there is Bombardier's Nuage seat, the first new seat design in business aviation in 30 years. "Seating ranks as the single-most important factor in passenger well-being on longer flights," Fagan says. "Unlike other aircraft seats, where only the back pivots and pushes the body forward, Nuage dips the seat as the back is reclined. This fully cradles the body and ensures optimal comfort."

What emerges is a spectacularly innovative approach to the business jet experience. Bombardier has focused on a process that is as holistic as it is design-driven. From distinct living areas, cabin management systems and OLED displays, to cutting-edge wing technology and extra-large windows for optimized natural light, the buyer is empowered to create an exceptionally spacious home in the sky. What's more, the Learjet, Challenger and Global aircraft families allow customers to grow her or his experience within the Bombardier Business Aircraft family. And if current trends are any indication, then we've only scratched the surface of what next-generation business jets can become. 





+ QUANTUM LEAP

Turquoise Yachts Introduces New
77 m Superyacht Concept

BY DELLVIN ROSHON WILLIAMS

CUSTOM TURKISH POWER AND SAILING SUPERYACHT builder Turquoise Yachts, formerly known as Proteksan Turquoise—the same shipyard that produced last year's 77m M/Y GO from world-famous Ken Freivokh (of Maltese Falcon and Black Pearl fame)—introduces the shipyard's most dramatic design to date, the 77m concept Quantum.

As contemporary as it is luxurious, Quantum's standout feature is its drive-in tender bay that doubles as a saltwater pool within a beach club, allowing guests direct sea access. The 7m fresh-water pool on the main deck, strategically positioned over the float-in lower deck pool, was designed with a hexagonal shaped glass grid, allowing sunlight to shine directly onto the beach club below.

Drive-in tender garage aside, there is a starboard garage amidships that can house a large limousine tender, a 10-meter beach-landing tender and space for either a 6m watersports tender or a selection of Jet Skis. The lower deck beach club and gymnasium also have opening terraces port and starboard, as well as aft, and are accessible internally from the main saloon as well as externally via the stern platform. Lesson: Quantum opens on three sides, giving unfettered access to the sea.

On the main deck, a saloon offers vast open space with a rotating seating group that can be arranged as a cinema. The formal dining room forward is capable of hosting a banquet for



all 14 guests—who, by the way, have optimal living quarters on the main deck in six double or twin staterooms.

The pièce de résistance of the yacht is a central atrium spanning three decks, where transparent floor sections add to the feeling of total integration between decks and provides access to a central lift, which serves four decks. Two of the staterooms can be totally opened to the spacious, adjoining VIP suite, each with a private saloon and access to his and hers bathrooms.

Owners have exclusive accommodations that include a semicircular family saloon on the upper deck that opens out into to a panoramic terrace overlooking the pool area, as well as the sea. There is also a pantry, nanny's cabin and a private office with direct access to the atrium, a balcony, a master stateroom with stunning 180-degree panoramic views: forward, on the sides, and a private Jacuzzi adjoining the wide touch-and-go helipad.

Quantum's profile is what makes the yacht both powerful and practical; her physics and physicality, fluid. The slightly flared bow and swoop of the hull give a certain air of sporty timelessness. Quantum is named so because she is a "quantum leap" ahead of any other yacht delivered by Turquoise Yachts. By the looks of its 2013 50.4m M/Y Ileria, 2012 47m 7 M/Y Vicky or its 2012 33m sailing yacht Simba, Quantum will not only live up to its name, but take the yachting world by storm in the process.

