

For Release: May 17, 2011

BMW Group DesignworksUSA Creates a Breath of Fresh Air within the Cabin of Dassault's New Business Jet

A modern, open-space with rich textiles, supple leathers and gleaming finishes ensure passengers feel their best in-flight and upon arrival

Geneva/Los Angeles, May 17, 2011... BMW Group DesignworksUSA joins its client, Dassault Aviation, in celebration of the premiere of the new Dassault Falcon 2000S business jet at 2011 European Business Aviation Convention & Exhibition (EBACE) today in Geneva, Switzerland. This new business jet offers category leading payload, range, performance and efficiency, and once its passengers step inside, they will be welcomed by a cabin that is equally extraordinary.

"The aesthetics of the aircraft's cabin, together with its versatility to function as a place to work, relax, reflect or rest, is doubly important as it shapes how passengers feel both during their journey and upon arrival at their destination," says Laurenz Schaffer, President, BMW Group DesignworksUSA. "We used our knowledge on driving experience and expertise gained from work with the BMW Group to create an environment which feels open and unconfined," Schaffer concludes.

At 6 feet, 2 inches tall and 7 feet, 8 inches wide, the physical space aboard the Dassault Falcon 2000S is class-leading for an executive jet of this size. DesignworksUSA's efforts to make intelligent use of space, dimensions, light, color, and materials have created a cabin where psychological space is expansive as well. Natural light is abundant, the look is sleek and clean, and the quality is impeccable.

Three elegant color harmonies are available for the cabin of the Dassault Falcon 2000S. "Alpine" like the peaks for which it is named, offers artful harmony consisting of crisp whites with the grounded darks of earth, rock, and stone. "Sedona" is inspired by the desert of the American southwest, with subtle, earthy beiges expanding horizons and one's personal sense of space. "Havana" is warm and heady with rich tobacco tones, serving a harmony of browns to create an inviting, club-like intimacy.

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DesignworksUSA's expertise in aviation includes its longstanding relationship with Dassault, for which the consultancy created the interior cabin of the Dassault Falcon 7X, which was launched in 2009 and subsequently lauded with accolades including a prestigious "Good Design" award in 2010.

About BMW Group DesignworksUSA

DesignworksUSA is a creative consultancy that's been driving innovation for almost forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, John Deere, HEAD, HP, Microsoft, Siemens, Intermarine, and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich and Singapore, DesignworksUSA draws upon its unique and vibrant resources to create the future. Later in 2011, DesignworksUSA will open a new studio in Shanghai, its first such facility in mainland China. www.designworksusa.com

About Dassault Falcon

Dassault Falcon is responsible for selling and supporting Falcon business jets throughout the world. It is part of Dassault Aviation, a leading aerospace company with a presence in over 70 countries across five continents. Dassault Aviation produces the Rafale fighter jet as well as the complete line of Falcon business jets. The company has assembly and production plants in both France and the United States and service facilities on multiple continents. It employs a total workforce of over 12,000. Since the rollout of the first Falcon 20 in 1963, 2,100 Falcon jets have been delivered to 67 countries worldwide. The family of Falcon jets currently in production includes the tri-jets—the Falcon 900LX and the 7X—as well as the twin-engines 2000LX and the Falcon 2000S.

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