



INNOVATION AND HERITAGE - BOMBARDIER UNVEILED NEW BRAND IDENTITY

News / Business aviation, Manufacturer



Bombardier unveiled a new brand identity anchored by the evolution of the company's logo. Moving forward focusing on designing, building and servicing business jets, new brand identity will reinforce and propel company's unique approach to its customers and stakeholders—putting people at the centre and instilling a one-of-a-kind sense of family. Bombardier has established itself building on pillars of its smooth-flying business jet portfolio, freshly expanded worldwide service network and a successful, growing Bombardier Defense team. Bombardier has maintained its bold innovative spirit while remaining true to its entrepreneurial roots and family values. New brand identity reflects success of Bombardier passionate and talented teams, who set the standard when it comes to delivering the highest performing jets and world-class service to their clients around the world.

Éric Martel, President and CEO, Bombardier commented: "Today is a historic moment for more than 18,000 incredibly talented and passionate Bombardier team members. Our iconic company is looking forward with confidence and an innovative spirit, two notions captured elegantly in our new

logo and brand evolution. Our clients worldwide are leaders who shape the world and who expect us to deliver a truly memorable experience. When asking them what sets Bombardier apart, the notion of 'like family' comes back time and again as a true differentiator. Finally, Bombardier would not be where it is today without the best people. They are true masters of their craft, bridging some of the world's most complex technology with a highly personal and passionate approach to aircraft interior artistry, defense modifications, 24-7 services and much more. Our new company brand honours these highest standards our people themselves have set for our industry."

New logo, inspired by innovation and heritage

New Bombardier logo celebrates company's successful shift toward building, designing, servicing and modifying the world's best jets. Bombardier Mach, features the silhouette of an aircraft breaking the sound barrier—an ode to the ambition and innovative spirit of Bombardier's talented people—while the strokes of wind over an aircraft reference the company's deeply rooted heritage and the Learjet brand's storied winglet iconography.

Ève Laurier, Vice President, Communications, Marketing and Public Affairs, Bombardier stated: "This evolved brand is a catalyst for Bombardier to differentiate itself as a global leader, not just amongst aerospace and defense peers, but proudly with the world's leading inspirational brands. Our brand has been crafted to coherently tie notions of our heritage and precision-driven engineering. The brand describes our future, in which we will express a heightened sophistication of our technology, how our employees master their craft and, above all, the customer experience. Bombardier's new impactful logo echoes the pride and passion we all have for our industry and will further be supported by a suite of evocative imagery featuring Bombardier's own team members at the peak of their respective craft. Their work to elevate performance and sustainability in business aviation, services and defense continues to redefine the industry."

Fusing technology with the notions of customer experience and sophistication is further reflected in the bespoke typeface leveraged by the new logo. The typeface is both modern and refined with subtle serifs that connect to the language of the symbol and highlight Bombardier's passion for precision.

Forward-looking, forward-thinking

Bombardier Global 8000 aircraft is a key example of this. This "flagship of a new era" is set to enter service in the second half of 2025 as the ultimate all-in-one jet, delivering the fastest speed, longest range and the smoothest ride in the industry. In parallel, Bombardier has further taken the lead on the future of aircraft design with the EcoJet research project, a groundbreaking initiative that leverages the blended-wing-body aircraft configuration to reduce emissions by up to 50%.

Bombardier Defense will also carry forward its mission as a flexible and reliable ally to worldwide governments and militaries. The group will continue operating under the Bombardier Defense flag, offering innovative capabilities equipped on aircraft such as the Bombardier Global 6500, which are changing what is possible in the surveillance, reconnaissance and multi-mission spaces, and more.

28 APRIL 2024

ARTICLE LINK:

<https://connect.50skyshades.com/news/manufacturer/innovation-and-heritage-bombardier-unveiled-new-brand-identity>