



Mitsubishi Aircraft News No. 14

## **Mitsubishi Aircraft Joins the Latin American and Caribbean Air Transport Association**

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Mitsubishi Aircraft Corporation announced today that it has joined the Latin American and Caribbean Air Transport Association (ALTA) as part of its continued efforts to solidify its position in the airline industry as it prepares to bring the next-generation Mitsubishi Regional Jet (MRJ) to market. As a member of ALTA, a non-profit organization whose member airlines represent over 90 percent of the region's commercial air traffic, Mitsubishi Aircraft will be able to understand and respond better to the needs of valued customers in the Latin American and Caribbean region.

"ALTA is pleased to welcome Mitsubishi Aircraft on board," said ALTA Executive Director Alex de Gunten. "We are excited about the possibilities that this new player to the regional jet market might herald for the industries and the potential for collaboration that may benefit the region."

Mitsubishi Aircraft President Hideo Egawa said, "We are proud to be the newest ALTA member. Our affiliation with the association will help us in the Latin American and Caribbean region to better promote and market the MRJ, address issues specific to the market and facilitate valuable information exchanges?as has been the case with our ERA (European Regions Airline Association) and RAA (U.S. Regional Airline Association) memberships. We are certain that our affiliation with ALTA will help us to better understand the needs of airlines in the region as we work to bring new value to the regional jet market with the MRJ."

### **About Mitsubishi Aircraft Corporation**

Mitsubishi Aircraft Corporation commenced operation on April 1, 2008 to conduct the design, type certification, procurement, sales & marketing and

customer support of the Mitsubishi Regional Jet (MRJ). It is currently capitalized at 100 billion yen, with this financing being furnished by, among others, Mitsubishi Heavy Industries, Ltd., Toyota Motor Corporation, Mitsubishi Corporation, Sumitomo Corporation and Mitsui & Co., Ltd.

## **About MRJ**

The Mitsubishi Regional Jet (MRJ) is a family of 70- to 90-seat next-generation regional jets, which will offer both top-class operational economy and outstanding cabin comfort based on a vision of applying advanced mainline jet technology to create a new standard for next-generation regional jets.

The MRJ is under development by Mitsubishi Aircraft and will be based on cutting-edge technology cultivated by Mitsubishi Heavy Industries, Ltd. (MHI) during its many years engaged in the development and manufacture of both military and commercial aircraft.

By featuring state-of-the-art aerodynamic design, noise analysis technologies and a game-changing engine, the MRJ will significantly cut fuel consumption, noise and emissions, consequently improving competitiveness and profitability for airlines. The MRJ will have a four-abreast seat configuration, with large overhead bins, and also feature an innovative slim seat that offers heightened comfort to passengers.

## **About ALTA**

ALTA (Latin American and Caribbean Air Transport Association) is a private, non-profit organization, whose member airlines represent more than 90 percent of the region's commercial air traffic. ALTA coordinates the collaborative efforts of its members in order to facilitate the development of safer, more efficient and environmentally friendly air transport in the Latin America and Caribbean region for the mutual benefit of the association's members, their customers and the industry. Founded in 1980, ALTA is currently celebrating its 30th anniversary. Visit ALTA at [www.alt.aero](http://www.alt.aero).