

To: jeevacation@gmail.com[jeevacation@gmail.com]
From: Ivjet [REDACTED]
Sent: Fri 2/19/2010 3:08:20 PM
Subject: D model thoughts

Jeffrey,

I thought I would share my thoughts on the D contract,

If you decide move fwd on the D helicopter I would keep it as standard as possible to keep the price at 12,120M with the understanding of George sell this position later down the line before delivery to maximize your profit. The big gamble is whether the D pricing will be reduce in 24 months to our early delivery price if know one is buying these machines.

I need to review the specs and see what is standard equipment, so we are at least getting a good basic package for resale,,even the Phantom seats should not be expensive to reproduce. Using Eric Roth as a completion center is costly and need to decide if Keystone is going to be your completion center, If we are going to roll this heli for profit, It may make sense to use Keystone to keep the price down.

The AB 139 Helicopter is killing the S76 sales in price and size at this time,,,my gut feeling is Sikorsky will reduce their 14.1M regular price to compete against the AB139's in the future.

maybe we should reduce the 12.1m offer to a lower number?

thanks,

Larry

ps: Since George is marketing your new S76 for sale at 12.5M, I think we may have it priced to low, since it is the smoothest, quietest, most luxurious C++ they have every produced, and that is worth something.