

NEWS FLASH

SERGE DASSAULT

It was with immense sadness that we learned yesterday that Serge Dassault has left us, at the age of 93.

An aviation enthusiast, a tireless worker and a visionary industrialist he considerably developed the group built by his father, Marcel Dassault. As Chairman and CEO, or as the majority shareholder, he always worked for the long-term interests of his companies, while applying the convictions he inherited from social Gaullism - advocating the best interests of employees.

He was born in Paris on April 4, 1925, the son of Marcel and Madeleine Dassault. He was married to Nicole Raffel and was father to four children: Olivier, Laurent, Thierry and Marie-Hélène.

When he was a young adult, he was imprisoned by the Nazis in 1944. He miraculously survived. He emerged convinced of the benefits of national solidarity and the need to provide France with the means to defend its freedom.

He graduated from the *École Polytechnique* and the *École Nationale Supérieure de l'Aéronautique* and joined the design offices of the *Générale Aéronautique Marcel Dassault* in 1951. In 1955, he took over as head of flight testing. In this capacity, he supervised the development of numerous military aircraft (Super Mystère B-2, Étendard, Mirage III and Mirage IV). With aircrew safety one of his primary concerns, he laid down flight safety rules that are still in force today. He was then appointed head of exports and carried out negotiations leading to the purchase of the Mirage III by Switzerland and Australia. Serge Dassault also launched a sales campaign for the Falcon 20 in the United States.

In 1963, he joined the *Électronique Marcel Dassault* company and was appointed Chairman and CEO on October 10, 1967. He occupied this position until December 23, 1986.

From October 29, 1986 to April 4, 2000, Serge Dassault was Chairman and CEO of the *Société des Avions Marcel Dassault-Breguet Aviation*, which became Dassault Aviation in 1990. At a time of global aeronautical crisis, he saved the company by initiating an industrial reorganization and, with the help of Charles Edelstenne, deliberately shifting the focus to business aviation. He also revitalized military exports with the Mirage 2000-5 and oversaw the development of the Rafale program.

Since December 2, 1987, Serge Dassault had been Chairman and CEO of Dassault Industries, which became the Groupe Industriel Marcel Dassault on January 1, 2000.

In parallel with his activities in the family business, Serge Dassault was appointed general commissioner for the Paris Air Show in 1975. In this capacity, he successfully presided over no fewer than ten Paris Air Shows. He chaired the French aerospace industries group (Gifas) from 1993 to 1997.

In 1998, Serge Dassault received the Aviation Week & Space Technology aeronautical manufacturer of the year award.

Serge Dassault was a senior engineer for the armed forces reserve. He was awarded the *Légion d'honneur* and held the Aeronautical medal.

Over and above his achievements as Chairman and CEO, the staff of Dassault Aviation acknowledge the aeronautical passion that drove Serge Dassault, his human vision of the company and his unflagging support for the Company's strategy. This passion, this human vision and this managerial stability remain the great strengths of Dassault Aviation, both today and in the future.

To his wife, his children and his grandchildren, our company expresses its emotion, gratitude and support.

Eric Trappier