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IACOBUCCI HF: “STILE ITALIANO” WORLDWIDE

October, 22nd 2013– Ferentino (FR), ITALY. IACOBUCCI HF, the world-renowned Italian brand, synonym of craftsmanship quality and strong heritage in the aviation sector will be displaying at NBAA in Las Vegas - North Hall, Booth N4916. The company will show for the first time in North America its new Double VIP Seat model enriching the JET SERIES catalogue of the Italian manufacturer. 3 years after its first Seat launch, Iacobucci HF has become an icon of tailor made Business Jet Seats thanks to its product innovation, customer driven approach and Made in Italy manufacturing. The Iacobucci HF seating products have quickly become the most desirable solutions for the market place. A new story to tell. A new success. A new approach to seating that makes the customer journey an unforgettable experience.

Made in Italy is an integral part of the essence of Iacobucci HF brand. Thanks to its heritage (40 years of history in aviation), a superior product quality and recognized customer driven approach, the Italian brand decided only three years ago to enter the VIP seating market and has become a market leader. The most important Business Jet owners across the globe are saluting the most innovative and refined custom made seating products. The Italian brand has been always well perceived for its philosophy and values, a well-balanced mix of tradition and modernity, high quality, creativity and customization.

As new addition to the Iacobucci HF JET SERIES, the **VIP Double Seat** on display at NBAA is a perfect example of the Seat division dynamism. **A fully certified product with a very contemporary design, spacious and ergonomic which ensures an infinite number of personalization.** Choosing Iacobucci HF seating products means no compromise. Our Customers like to indulge themselves with the most sophisticated, comfortable and luxury Seat in the market. Sleek, modern design and extra comfort converge seamlessly towards the quintessence of pure Italian Seat style.

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Over the years the company has collaborated with the most famous designers to create memorable seating products like the VIP Seat designed by BMW Group DesignworksUSA. A unique product with a design focused on the theme of perceived lightness. Using the modular seat structure developed by the Iacobucci HF engineering team, DesignworksUSA created a beautiful Seat, with an automotive feeling and a meticulous attention to all details.

The Iacobucci HF high quality standards are immediately seen on all its products thanks to a high level of attention to details and a unique style. The single VIP Seats commissioned by Altitude Aerospace Interiors represent just the latest success of Iacobucci HF. An outstanding product designed to ensure a tactile experience and a sheer relaxation in addition to a design conceived with a luxury living in mind.

The **JET SERIES** Seats, among which those specifically designed and manufactured for Hyundai Motor Company's BBJ and selected by Comlux America, represent state-of-the-art products and an example of the highest reputation of the Italian brand with top companies and customers worldwide. The different Seats were in fact designed and conceived carefully together with the customer to ensure a unique product and experience.

The Iacobucci HF story's next chapters will be announced at the NBAA convention. It is in the DNA of the company to always unveil new ambitious goals and targets. Thanks to its continuous innovation, Iacobucci HF always sets new standards for style, design and customer experience.

The **JET SERIES** new Seat models are the proof of it.

IACOBUCCI HF

The company is worldwide leader in the development, production and distribution of galley inserts, trolleys and VIP Seats for the aviation. The company boasts a consolidated experience in the design, production, certification and maintenance of Espresso Makers, Coffee Makers, Water Heaters, Trash compactors, Induction ovens, Cooking stations, Trolleys, Standard units and VIP Seats for business jets. With over 40 years of experience in the aviation industry and a strong focus on innovation, over the past 10 years the company has expanded its productive capacity, thanks to the reconverted industrial site in Lecce and the acquisition of qualified craftsmen. Iacobucci HF can number among its loyal customers Emirates, Singapore Airlines, Lufthansa, Air France, Continental Airlines, Cathay Pacific Airways, American Airlines and OEMs as Airbus and Boeing. The Company is present in the main international markets through direct offices, a network of representatives in key Countries and a network of repair and maintenance stations in the 5 continents.