

Press Release

Airbus Helicopters Inc. puts former chief pilot Bruce Webb to work with mission to improve helicopter flight safety

- Passionate advocate says better understanding of human mind can drive training that saves lives
- Will give two SAFETY presentations at Heli-Expo 2017 in Dallas

GRAND PRAIRIE, Texas (March 3, 2017) – Bruce Webb, the long-time chief pilot for Airbus Helicopters Inc., has a mission in life. He wants to make flying helicopters safer. Now it's his job.

Webb has moved into a new role as Director of Aviation Education and Community Outreach, for Airbus Helicopters Inc. In the newly created position, Webb will work to strengthen the company's involvement in the aviation industry organizations, improve helicopter safety, and raise the Airbus profile among higher education institutions and the business community.

Webb is extraordinarily passionate about improving safety in helicopter flight operations. "I do think it is important. If we can help one person not to die then it is important," he said.

"My goal is to improve the safety of our industry by developing education programs and promoting a better understanding of human beings," Webb said. "This industry spends a lot of time making our aircraft safer; I'm promoting spending more time making the human interface safer. That is what I want to accomplish."

In his new role, Webb will speak at industry meetings and conferences. One of his safety presentations is called, "Hope is not a strategy." Pilots and crews need to not only anticipate dangerous situations but also understand how their instinctive actions and reactions may only enhance the danger.

"We need to take into account the human brain," Webb said. "We need to stop trying to amend human behavior but instead understand how the brain works so that we can accommodate it."

Webb will give two safety presentations during Heli-Expo 2017. They are: "Flying Blind," Tuesday, March 7, at 3:30 p.m. in Ballroom C4 at the Kay Bailey Hutchison Convention Center; and "Unintended Consequences," Wednesday, March 8, at 11:45 a.m., in convention center Room C140.

Webb joined Airbus Helicopters Inc. in 1999, and had served as Chief Pilot since 2000. He started flying in the early 1980s in the Chicago area and took aircraft maintenance courses while still in high school. During college, Webb landed his first job as a pilot – as a crop duster. He later flew helicopters for an emergency medical service.

Education and outreach have long been areas of interest, and Webb said he looks forward to delving further into both. "I am proud that I work for a company that is forward-thinking and progressive on these issues. Airbus Helicopters Inc. is proactive."

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Several industry-leading Airbus helicopter models will be displayed at Heli-Expo 2017, March 7-9 in Dallas, Booth #7648. The booth will also contain a virtual reality experience demonstrating the cutting edge technology of the H160 helicopter now under development. Subject matter experts will be on hand to discuss support and services offerings, including HCare maintenance and spares support programs, and the Keycopter online portal.

Airbus Helicopters Inc., based in Grand Prairie, Texas is an affiliate of Airbus Helicopters and Airbus.

About Airbus

Airbus is a global leader in aeronautics, space and related services. In 2016, it generated revenues of € 67 billion and employed a workforce of around 134,000. Airbus offers the most comprehensive range of passenger airliners from 100 to more than 600 seats. Airbus is also a leader in tanker, combat, transport and mission aircraft, as well as Europe's number one space enterprise and the world's second largest space business. In helicopters, Airbus provides the most efficient civil and military rotorcraft solutions worldwide.

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