

详细了解达索猎鹰中文网站

达索猎鹰已经为中国市场设立了专门的网站：www.dassaultfalcon.cn。网站内容以简体中文显示，详细介绍了有关达索猎鹰的信息。

访问者能够在网站上观看各款猎鹰飞机的视频简介、客舱内部及外部的360度旋转图片，同时了解相关航程地图及机场性能图表。客舱图片展示了最新的设计元素，其融合了达索合作伙伴[BMW DesignworksUSA](#)最新的猎鹰HD管理系统。

驻北京达索猎鹰国际销售及营销副总裁Jean Michel Jacob说：“中国消费者非常善于利用网络，该网站的设立是增加猎鹰品牌在华影响力的关键性步骤，能够在消费者中间树立良好的品牌形象。”

达索中文门户网站的特色还包括“猎鹰EASy飞行舱”这一特殊版块及最新认证的EASy II版本的相关信息。访问者能感受到达索的设计理念及观看制造程序，欣赏类似“产品生命周期管理”这样的尖端设计学科技术是如何应用于每一架达索商用喷气机中的。

网站连同广告及营销机构Digitas通过其在巴黎及上海的办事处一同设计出炉，其服务器设在中国，以便利中国消费者访问该站。网站还提供猎鹰销售和服务的相关联系信息，包括其北京和上海办事处的联系方式。

自1963年推出猎鹰20以来，多年来达索已向67个国家销售了2000架猎鹰喷气机，近年来在中国的销售也逐渐上升。目前在售的猎鹰家族飞机包括猎鹰900LX和7X三喷气动机飞机、以及双引擎2000LX和2000S型号。



You can learn more about Dassault's Falcons in Chinese

Dassault Falcon has introduced a new website specifically for the Chinese market: www.dassaultfalcon.cn. Text for the site is presented entirely in Simplified Chinese, giving full details on all Falcon aircraft.

Visitors can watch video overviews of each Falcon and see 360-degree photos of cabin interiors and aircraft exteriors, as well as study range maps and airport performance charts. The cabin photos depict the latest designs developed

through Dassault's partnership with [BMW DesignworksUSA](#) and the latest Falcon HD management system.

“Chinese customers are incredibly savvy web users,” said Beijing-based Jean Michel Jacob, vice president of international sales and marketing for Dassault Falcon. “Launching this website is a key to expose the strengths of the Falcon brand in China, creating higher levels of awareness among our customers.”

Dassault's Chinese web portal

also features a specific tab on the [Falcon EASy flight deck](#) as well as information on the newly certified EASy II version. Visitors can experience Dassault's aircraft design and manufacturing processes and see how cutting-edge design techniques, such as Product Lifecycle Management (PLM), are incorporated into each new Falcon business jet.

The site was designed in conjunction with advertising and marketing agency Digitas, through its offices in Paris and Shanghai. It is hosted on servers within China to enhance the web experience for visitors and also includes contact information for Falcon sales and service facilities, including its offices in Beijing and Shanghai.

Since the rollout of the first Falcon 20 in 1963, 2,000 Falcon jets have been delivered to 67 countries worldwide, and sales in China have risen significantly in recent years. The family of Falcon jets currently in production includes the Falcon 900LX and 7X trijets, as well as the twin-engine 2000LX and 2000S models. □

