



# We are **Leonardo**.

**28 April 2016** is a historic date for our company: we became Leonardo. This was the achievement of a profound renewal process undertaken over the last two years and carried forward with great determination, commitment and passion.

A path that has led us to become **One Company**, an integrated and dynamic industrial entity, focused on **Aerospace, Defence and Security**, at the forefront of technology and launched towards the industry of the future.

Our new name is inspired by **Leonardo da Vinci**, the great Renaissance engineer, scientist and artist; the Italian genius who belongs to the world. We chose it for its strong evocative value, a universally recognised symbol of **creativity and innovation**.

After five hundred years, Leonardo's pioneering spirit and depth of analysis keep intact a **charge of extraordinary modernity**, making his name the synthesis of our qualities: **imagination, ingenuity and passion**, for a safer world and a better quality of life.

**Leonardo** is the **ideal bridge** between historical legacy and our future in the high-tech industrial sectors.

## A legacy for our future

### **A forerunner and visionary,**

Leonardo da Vinci represented the **excellence of his time**, at the height of the Renaissance and the dawn of the modern scientific age. With his studies and his inventions, he reached new frontiers, planting the seed for a profound **shift in thinking** that would continue for centuries, forever changing humankind's approach to understanding the world.

### **An attentive scholar of nature,**

Leonardo was aware that its complexity was by far superior to inventions realised by mankind. His urban and architectural projects convey his systemic thinking and capability of seeing the endless connections that bind human beings to their surroundings. What today we would call **attention to environmental sustainability and quality of life**.

### **A synthesis of humanism and new science,**

Leonardo embodies a modern **multi-disciplinary vision of culture** that links humanistic tradition to technical-scientific knowledge. The painter-engineer - joining artistic expression, theoretical knowledge and scientific experimentation - is now more than ever a source of learning in the contemporary world.

# Leonardo: looking further

Leonardo is an **innovator**

Because, driven by scientific curiosity, Leonardo built upon the technology of his time and anticipated future ones, from the helicopter rotor to the flying machine, from the analysis in the optics sector to armoured vehicles. His studies and drawings of machines and how they operated were the **forerunners of modern civil and military engineering and of modern scientific illustration.**

Leonardo is **universal**

Because his legacy has crossed cultures and borders, shaping modern thought. Leonardo realised the importance of the empirical method to understand the fundamental principles in nature and of mathematics to codify them. Thus paving the way to the **scientific method** that today our engineers and scientists apply in their daily work in laboratories, research institutes and universities.

Leonardo is our **history**

Because he represents the **long road humankind has travelled:** a history of philosophical and mathematical thought development, of applied research in all fields of knowledge and of technological achievements and excellence. A journey in which our company has been protagonist since its foundation, building a **great entrepreneurial legacy** and bringing highly specialised know-how to strategic industrial sectors.

Leonardo is our **future**

Because he demonstrates that ideas that can be dreamt can also be realised. Much of Leonardo's activities were not aimed at being immediately realised, but "**technological dreams**" that, through research and commitment revealed **unexplored potentialities.** The desire to improve lives, the ability to identify needs and the know-how to create the most innovative solutions: this is the thread that links Leonardo da Vinci's world to ours. From here we start to build not only the industry of the future but the future that we envision.

## A new brand: pillars for growth

The name change is mirrored by a **new logo** that identifies Leonardo globally. This logo holds a link to our past, by maintaining the image of rays converging to form a globe in motion, while introducing two new elements to mark our company's new identity.

The globe symbol has changed direction, thus giving the visual sensation of a change of pace and the start of a new path. The rays are now eight, **eight propellers in constant motion** that symbolise our activities; eight converging lines that represent the pillars that we leverage to sustain our growth.

**VISION:** to shape our future with foresight and dynamism

**INTEGRATION:** to generate an even more complete offer

**INNOVATION:** to explore new frontiers

**CUSTOMER FOCUS:** to deliver the best solutions

**INTERNATIONALISATION:** to have one voice with a global reach

**RESPONSIBILITY:** to create social and economic value

**TALENT:** to contribute to the growth and development of our company and communities

**TECHNOLOGY:** to build a safer and more sustainable world

“Nature is full of infinite causes that have never occurred in experience”

*(Leonardo da Vinci - Manuscript I, folio 18 R - Institut de France)*



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