

## **PRESS RELEASE**

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For Immediate Release

### **JETNET Releases Global Business Aviation Survey in Seven Languages**

UTICA, NY – JETNET LLC, the world leader in aviation market intelligence, today launched its Q3 2011 JETNET iQ Global Business Aviation Survey—in seven languages. The web-based, password-protected Q3 2011 Survey is available in English, French, German, Portuguese, Russian, Spanish and Arabic versions for the convenience of respondents. Owners and operators are sharing their insights on aircraft purchase and sale intentions, purchase criteria, purchase inhibitors, brand preferences, utilization intentions, desired new product improvements, and other factors. The survey covers some 322 fixed wing business aircraft models.

JETNET iQ, a collaborative effort of JETNET LLC and Rolland Vincent Associates, is a forecasting and premium advisory service for business aviation, launched in January 2011. Targeted for business aircraft owners and operators, JETNET iQ quarterly surveys have already attracted more than 1,000 respondents from 57 countries.

On June 6-7, 2011, JETNET hosted its first JETNET iQ Global Business Aviation Summit, where it released the results of its initial 10-year forecast. The forecast predicts that almost 11,500 business jets with a combined current U.S. dollar value of \$258 billion will be delivered through 2020.

“Our Utica-based research team is absolutely key to our ability to develop and execute this kind of innovation. They speak multiple languages, but perhaps more importantly, they speak ‘aviation’”, said Vincent Esposito, JETNET President. “Our customers appreciate knowing that we speak their language, and crucially, listen to what they have to say.”

Paul Cardarelli, JETNET Director of Sales and Marketing, noted, “We saw a sharp increase in response rates from several world regions when we transitioned from an English-only to a five-language survey in Q2. This is a global business, and we’re proud to be able to work with owners and operators in languages of their choice. And no, Swahili is not on the radar...yet!”

Added Esposito, “Independent insights, international market intelligence and analyses, and worldwide reach—that’s the power of JETNET iQ.”

Available on a members-only basis, JETNET iQ is a premium advisory service, and the latest in JETNET’s spectrum of products and services designed to help customers “Know More.” JETNET iQ has 3 main elements:

- JETNET iQ REPORTS are the definitive analytical reference for the business aviation industry, incorporating quarterly state-of-the-industry analyses, voice-of-the-customer insights, and detailed demand forecasts.
- JETNET iQ SUMMITS provide unique networking conferences for thought-provoking, independent insights into the state of the industry, and results from JETNET iQ’s latest surveys and forecasts.
- JETNET iQ CONSULTING serves the needs of members with customized research and analysis requirements on a project-by-project basis.

– MORE –



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*Worldwide leader in aviation market intelligence.*

Since 1988, JETNET has delivered the most comprehensive and reliable business aircraft research to its exclusive clientele of aviation professionals worldwide. JETNET's portfolio of services includes JETNET iQ, JETNET Evolution, AERODEX, Aviation Business Index (ABI), AvData, JETNET CRM, Helidex, Rotodex and JETNET Evolution Mobile. JETNET is the ultimate source for information and intelligence on the worldwide business aircraft fleet and marketplace, comprised of some 60,000 airframes. The company offers services for both fixed wing and helicopter aircraft. Headquartered in its state-of-the-art facility in Utica, NY, JETNET offers comprehensive user-friendly aircraft data via real-time internet access or regular updates.

For more information on JETNET LLC log on to [jetnet.com](http://jetnet.com) or contact Paul Cardarelli, JETNET Director of Sales and Marketing, at 800-553-8638 (USA) or [paul@jetnet.com](mailto:paul@jetnet.com); International inquiries, contact Karim Derbala, JETNET Exclusive Agent, EMEA, at 41.0.43.243.7056 or [karim@jetnet.com](mailto:karim@jetnet.com). For more information on JETNET iQ, log on to [www.jetnetiq.com](http://www.jetnetiq.com) or contact Rolland Vincent, JETNET iQ Creator/Director at 972-439-2069 (USA) or [rollie@jetnet.com](mailto:rollie@jetnet.com).

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