

PRESS RELEASE

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For Immediate Release

JETNET Unveiling New Releases, Features at 2015 NBAA

UTICA, NY – JETNET LLC, the world leader in aviation market intelligence, will be demonstrating their latest aircraft research and service offerings at [NBAA2015](#) in Las Vegas, Nevada. JETNET highlights include demonstrations of their new Evolution interface features—among them their Marketplace Manager service with its new Market Value Analysis tool—their YachtSpot luxury yacht service, and a press conference highlighting new results from their JETNET iQ business aviation forecast surveys. They will present their full range of products and services, including live demonstrations, at the National Business Aviation Association Business Aviation Convention & Exhibition. This year's NBAA runs November 17th-19th, and JETNET will be in booth C11248.

“JETNET is using client input to constantly improve our services, introduce new features, and find ways to make everything we offer easier to use,” said Tony Esposito, JETNET Vice President. “Our new aircraft market analysis capabilities are game-changing, and will give professionals new ways to assess the market for their clients.”

JETNET employs a full-time staff of more than 45 research specialists who contact industry professionals around the world each business day. They make real-time updates to the most comprehensive database of its kind.

“Today we're striving to appeal to, and accommodate, a broader range of aviation professionals,” said Paul Cardarelli, JETNET Vice President of Sales. “At this year's show we'll debut a new integrated Market Value Analysis tool, refined aircraft attributes searches, a new Airport/FBO Application View, and we're also previewing a new Community Chat feature. All of these speak to the needs of a more diverse audience of aviation professionals that use JETNET services today.”

The new Market Value Analysis tool integrated into Marketplace Manager is “the most customizable market value tool in the industry” according to Cardarelli, allowing subscribers to create customized aircraft market and transaction surveys, compare aircraft with similar attributes, and view current market and transaction trends. Designed for dealers, brokers, appraisers, and financial institutions, the tool presents graphical representations of markets, making it easy to evaluate and compare critical trends in the marketplace of aircraft.

Another new capability gives subscribers the ability to refine or filter searches by specific attributes of aircraft as selected from a menu listing hundreds of such items. These may pertain to airframe and cabin equipment, avionics, engine upgrades, or may be with regards to maintenance and certifications complied with on aircraft.

“Never before has there been the ability to be so precise in the search for aircraft in a database so deep as that offered by JETNET”, said Michael Foye, JETNET Director of Marketing.

JETNET Evolution already offers several customized “Views” or applications tailored to the needs of those engaged in a particular aspect of business aviation, and the latest, a new Airport/Fixed Base Operator View, allows Fixed Base Operators (FBOs) to instantly view critical information relating to a selected airport. This includes the aircraft, the owners and operators based there, aviation companies located near by, the most common aircraft models using an airport, and summaries of flight activity at an airport. The Airport/FBO View will help Sales and Operations professionals gauge activity at their own airports as well as those of their competitors.

At this year's NBAA show JETNET will also preview a new function it calls “JETNET Community Chat”, allowing subscribers the option to instantly converse and network with other Evolution users online. Subscribers opting to participate can select other users for their community and see when they are online.

JETNET's new YachtSpot service expands their research and intelligence expertise for luxury yacht professionals. Their growing global database of luxury yachts fuels a market crossover marketing capability, connecting owners and users of both business aircraft and yachts in one record.

“YachtSpot is perfect for yacht brokers, builders, owners, financiers, and service providers,” said Diane Levine-Wilson, JETNET Director of Product Development. “It generates crossover opportunities for those in the luxury market.” Like other JETNET offerings, YachtSpot includes business management tools, along with yacht industry news and events.

The company's popular JETNET iQ (Intelligence Quarterly) service achieved a major milestone in 2015, collecting more than 9,000 total Global Business Aviation surveys—on track to surpass 10,000 by year's end—from respondents in 124 countries, making it the most comprehensive ongoing study of business aircraft owners and operators ever conducted. The surveys include questions on market sentiment, aircraft purchase and selling intentions, aircraft/engine/FBO brand quality and awareness, flight utilization patterns, and expectations for the next 12-24 months, among other factors.

The 2015 JETNET iQ Summit was held in New York City this past June. The 5th annual gathering of aviation thought leaders—one industry pundit called it an industry “gathering of eagles”—was attended by a “who's who” of aviation business leaders. More information is available at JETNETiQ.com.

JETNET will be hosting a new JETNET iQ State of the Market Briefing press conference in Press Room N117 at NBAA, at 11:00am on Tuesday, November 17th. The 45-minute press conference will provide an update on the latest JETNET iQ industry analyses and forecasts, an overview of the latest insights from JETNET iQ Global Business Aviation Surveys, and JETNET's analyses of market dynamics and trends.

Among JETNET's clientele are leading manufacturers, suppliers, and government and advocacy groups for business and commercial aviation worldwide. JETNET's database of in-operation aircraft exceeds 100,000 airframes, which includes business jets, business turboprops, commercial airliners (both jets and turboprops), and helicopters (both turbine and piston).

“We are always advancing the leading edge of aviation intelligence,” added Esposito. “We've expanded our information-gathering capability, refined existing tools, added new capabilities, and given tremendous capability to aviation professionals around the globe.”

The JETNET database includes comprehensive details on aircraft airframes, engines, avionics and cabin amenities, as well as aircraft owners and operators, lessors and lessees, fractional owners and a host of other entities associated with aircraft. Also included are transaction histories on aircraft dating back more than 25 years, monthly aircraft market summary reports, and a variety of other tools for accessing the global fleet and market on aircraft.

JETNET is inviting NBAA2015 attendees to learn more about their products and services, and see demonstrations, at booth C11248 at this year's show.

Since 1988, JETNET has delivered the most comprehensive and reliable business aircraft research to its exclusive clientele of aviation professionals worldwide. JETNET is the ultimate source for information and intelligence on the worldwide business, commercial, and helicopter aircraft fleet and marketplace, comprised of some 100,000 airframes. 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 or contact Paul Cardarelli, JETNET Vice President of Sales, at 800-553-8638 (USA) or paul@jetnet.com; International inquiries, contact Karim Derbala, JETNET Managing Director of Global Sales, at 41.0.43.243.7056 or karim@jetnet.com.

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