

## **PRESS RELEASE**

Date: October 2, 2012  
For Immediate Release

### **JETNET Showcasing New Services, Upgrades At NBAA 2012**

UTICA, NY – JETNET LLC, the world leader in aviation market intelligence, will be exhibiting at this year's National Business Aviation Association (NBAA) Convention in Orlando, Florida and will present a number of new features and upgrades to its subscriber products. Among these are their new "BigPlanes" commercial airliner database, a Sales Price Index (SPI) option for aircraft sales professionals, interface enhancements for Mac and multi-browser compatibility, along with mobile and web-enabled device compatibilities. They will also feature their JETNET iQ forecast service and JETNET Customer Relationship Management (CRM) interface. All will be available for demonstration at the show, which runs from October 30<sup>th</sup> to November 1<sup>st</sup> at the Orange County Convention Center. JETNET will be in booth #5099.

"We have moved through this year with tremendous, measured growth in our product offerings," said Vincent Esposito, JETNET President. "This has been the largest series of product introductions, upgrades and enhancements for any year in our history, and we're looking forward to sharing them with professionals in the business aviation community at this year's NBAA."

#### **New Commercial Airliner Database**

In 2004 JETNET acquired the AvData company, and with it a commercial airliner database. In the years that followed, the JETNET research team developed that database into a product of similar scope and breadth to the company's other services. They are now offering their BigPlanes commercial airliner fleet service through their real-time internet-accessed Evolution program. JETNET BigPlanes covers some 35,000 airframes ranging from small commuter turboprops and regional jets through the largest of the heavy jet airliners.

#### **Aircraft Sale Prices**

JETNET is offering SPI (Sales Price Index) as an add-on feature to their popular Evolution interface. The JETNET research team now gathers selling prices on retail sales from its global database of business jets, turboprops and helicopters. This price data is then presented in a series of tables showing individual aircraft transactions, along with charts and graphs displaying averages and trends for statistical analysis by make, model, year of manufacture, transaction date, and days on market.

#### **Improved Capabilities/Mac Compatibility**

The entire JETNET product line is now compatible with all Mac computers, as well as with all browsers and web-enabled devices, including mobile phones and iPads. The new compatibilities and login protocols for their full suite of search products have already been implemented, and all users have been ported over without interruption of service or additional cost. "We've given our customers access from any Mac or PC, from any location," said Tony Esposito, Vice President of JETNET. "They can't afford to have technology get in the way of their business, and we've given them a tremendous marketplace advantage."

#### **Raise Your Business iQ**

JETNET iQ is the company's premium forecasting and advisory service for business aviation. Designed and developed in collaboration with respected industry experts Rolland Vincent Associates, JETNET iQ includes three main elements: JETNET iQ Reports, JETNET iQ Summits and JETNET iQ Consulting.

– MORE –



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JETNET iQ Reports are quarterly “state of the industry” research reports that include an overview of the economy, industry and competitive developments. At the heart of JETNET iQ are proprietary quarterly surveys that reach business aircraft owners and operators in more than 100 countries. These surveys include assessments of aircraft utilization patterns and intentions, purchase criteria and inhibitors, brand perceptions, purchase and selling intentions, and many other factors. To date, seven quarterly surveys have been completed with more than 3,500 respondents chronicled. Each Report also includes details on JETNET iQ’s latest 10-year business jet delivery and fleet forecast.

JETNET iQ Summits are high-energy gatherings of thought leaders to deliberate on current and emerging developments impacting the business aviation industry.

JETNET iQ Consulting provides research and analysis services tailored to the specific project requirements of customers.

During this year’s NBAA and by special invitation, JETNET iQ staff will present industry professionals with two identical briefings, both to be held on Tuesday October 30<sup>th</sup>, on the state of the business aircraft market to date for 2012, and a forecast for 2013. The first briefing, from 11am until 12 noon, will feature a light lunch, and the second, from 3pm to 4pm, will include coffee and snacks. Both will be held in North Hall - Level Three, Room N310-A/B of the Orange County Convention Center.

### **Customer Relationship Management**

JETNET CRM is the only customer relationship management program that comes fully integrated with JETNET’s database and is designed exclusively for aviation professionals. “Aircraft brokers, dealers, finance companies, insurers and virtually every professional aviation service provider can instantly access the entire JETNET worldwide database of aircraft owners and operators,” said Paul Cardarelli, JETNET Director of Sales and Marketing. “You can add and organize your own contact information to develop your own exclusive combined database, then explore the wide range of JETNET CRM’s features and functions to manage your sales and marketing efforts.” JETNET CRM is available to JETNET Evolution subscribers for an additional fee.

JETNET is inviting NBAA attendees to learn more about all their new products and services at their booth #5099 at this year’s show, from October 30<sup>th</sup> to November 1<sup>st</sup>.

For almost 25 years, 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 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 or +1-315-797-4420 (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).

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