



GLOBAL AVIATION MANUFACTURERS AWARENESS STUDY

METHODOLOGY

- Investigation conducted exclusively for the Italian Trade Commission.
- Methodology, data collection and analysis by Penton Research.
- Data collected December 6, 2012 through April 30, 2013.
- Methodology conforms to accepted marketing research methods, practices and procedures.

METHODOLOGY

Objectives

- Investigate awareness levels of Italian machinery for the aviation industry.
- Determine perception of manufacturing equipment from various countries.
- Examine aspects important in machine purchases, as well as purchases planned for the near future.

Methodology

- E-mail survey.
- Between December 6, 2012, and March 1, 2013. *SpeedNews*, along with sister publications *IndustryWeek*, *EHS Today*, *Material Handling & Logistics* and *NED*, effectively e-mailed invitations to participate in an online survey to U.S. subscribers. On April 19, 2013, a shortened, 7-question survey was sent to non-respondents.
- To encourage prompt response and increase the response rate overall, the following marketing research techniques were used:
 - A link was included on the invitation to route respondents directly to the questionnaire.
 - The publication names were used on the invitation to tie the study effort to the brands.
 - Follow-up mailings were sent to non respondents throughout December, January, February and March.
 - Respondents were given the opportunity to enter a drawing for one of two \$250 gift cards.
 - Respondents to the shortened survey received a \$5 Starbucks gift card.

Response

- By April 30, 150 responses were received in total. The findings reported are based on respondents answering each question.

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RESPONDENT DEMOGRAPHICS

Respondents are primarily high-level managers and executives within their company, with 61% having a director-level or higher job title, including three in ten who have a corporate or executive management position. Respondents' companies vary in size, as nearly one in three have annual revenues of \$1 billion or more, while one in four have revenues of \$10 million or less.

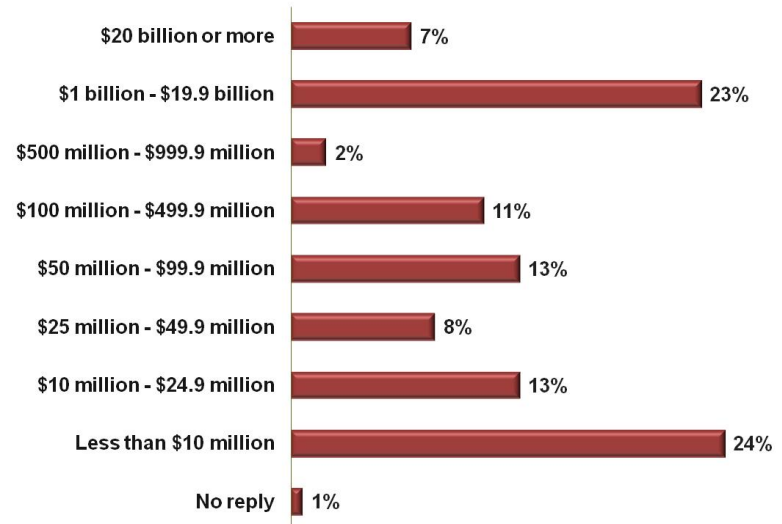
JOB TITLE

Which of the following best describes your job title or function?



ANNUAL REVENUE

What was your company's approximate revenue for the last fiscal year?



Base for both charts: N = 150

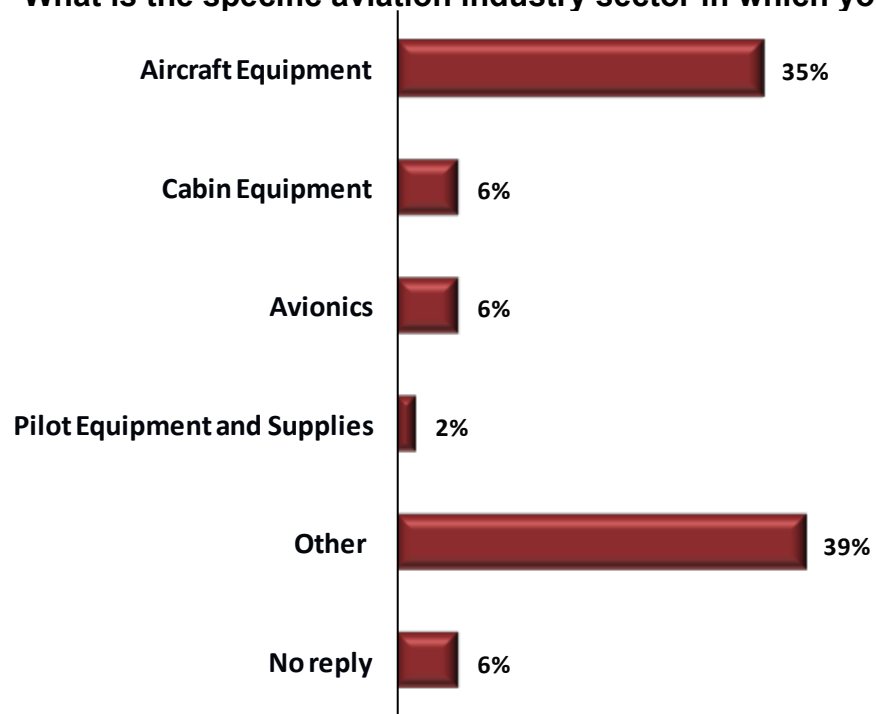
RESPONDENT DEMOGRAPHICS

Respondents specialize in various sectors of the aviation industry.

Over one in three specialize in aircraft equipment.

INDUSTRY

What is the specific aviation industry sector in which you primarily specialize?



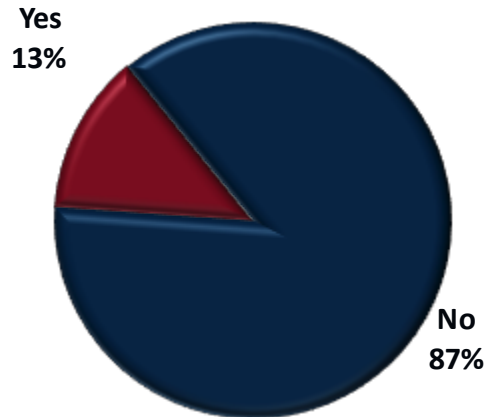
Base: N = 110

ITALIAN MACHINES

Thirteen percent of respondents currently use Italian machinery and equipment for the aviation industry. Six percent who do not currently use Italian machinery have done so in the past.

CURRENT USE

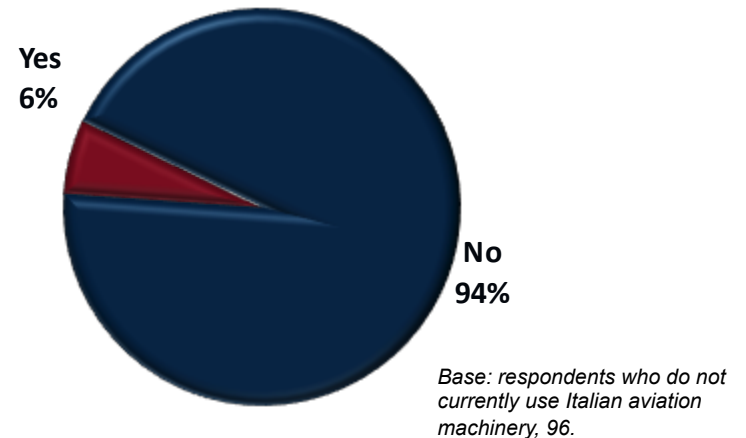
Does your company currently use Italian machinery and equipment for the aviation industry?



Base for chart on left: N = 150
Base for chart on right: N = 96

PAST USE

If your company does not currently use Italian aviation machinery, has your company used Italian machinery in the past?



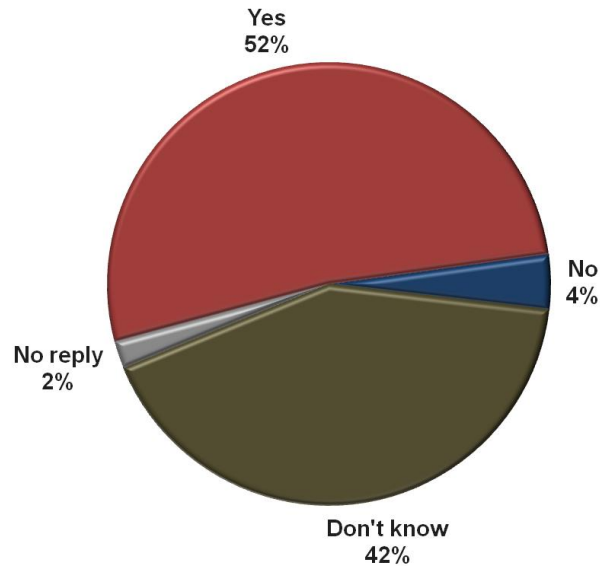
ITALIAN MACHINES

Half of respondents who don't currently use Italian aviation machinery would consider doing so in the future.

An additional 46% are unsure if they would consider buying Italian machines.

FUTURE CONSIDERATIONS

Would you ever consider buying equipment from an Italian-based aviation manufacturer?



Base: respondents who do not currently use Italian aviation machinery, 130.

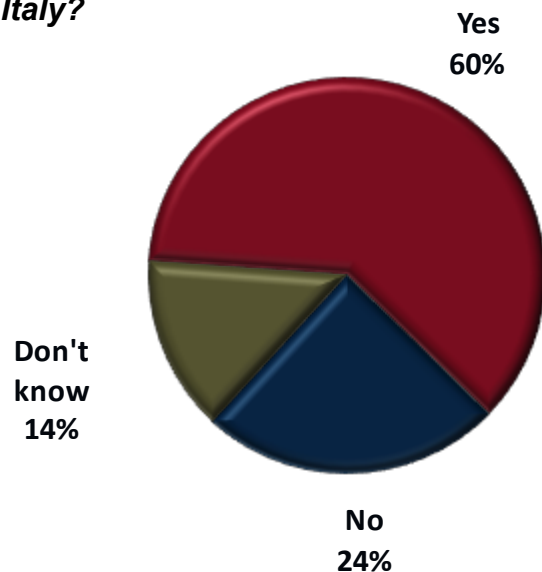
NON-ITALIAN FOREIGN MANUFACTURERS

Respondents are likely to currently use or consider using aviation equipment made by foreign manufacturers other than those in Italy.

Respondents are most likely to indicate using foreign machines from Germany and Japan.

CURRENT USE

Does your company currently use any aviation equipment made by foreign-based manufacturers other than Italy?



Base: N = 110

LOCATION OF MANUFACTURERS

In what country or countries are these manufacturers based?

- Germany – 32 mentions
- Japan - 26 mentions
- France - 13 mentions
- UK - 8 mentions
- Austria - 4 mentions
- Netherlands – 4 mentions
- China - 4 mentions
- Taiwan - 4 mentions
- Canada- 3 mentions
- Switzerland - 3 mention
- Singapore – 2 mentions
- Korea - 2 mentions
- Israel - 1 mention
- Sweden- 1 mention
- Mexico – 1 mention
- Russia – 1 mention

GLOBAL MANUFACTURERS

Italian manufacturers are most likely recognized for their overall reputation, being established in the industry, and their high quality. However, for each characteristic listed, Germany or Japan is most likely to come to mind.

ASPECTS ASSOCIATED WITH MANUFACTURERS FROM EACH COUNTRY

Which country comes to mind when reading the following statements?

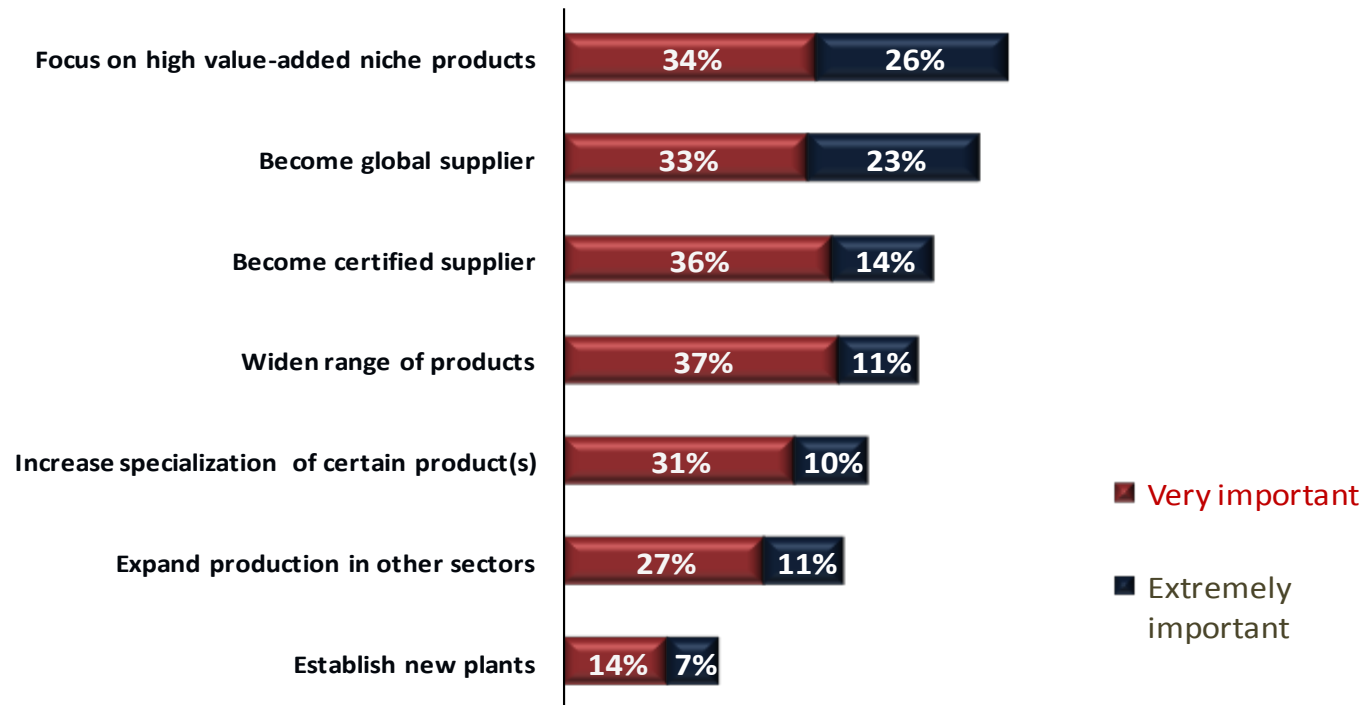
	Canada	France	Germany	Italy	Japan	UK
Have a good overall reputation	44%	26%	76%	25%	68%	36%
Offer good value for the money	32%	10%	36%	13%	53%	14%
Make high-quality products	26%	23%	73%	21%	65%	23%
Their products have good workmanship	21%	20%	76%	17%	59%	17%
Have competitive prices	31%	12%	22%	18%	47%	16%
Their products use the latest technology	16%	16%	68%	12%	59%	17%
Provide good service after the sale	26%	7%	41%	6%	49%	24%
Their products are durable	23%	11%	70%	15%	53%	16%
Have a customer focus	34%	6%	40%	8%	46%	21%
Provide good technical support	30%	10%	59%	10%	47%	23%
Their companies are well established in the industry	21%	28%	67%	21%	57%	33%
Are industry leaders	16%	18%	68%	12%	56%	15%

STRATEGIC TARGETS

Respondents are likely to focus on high value-added niche products and on becoming a global or certified supplier.

MEDIUM-TERM STRATEGIC TARGETS

*How important are the following strategic targets in the medium term?
Percent indicating “very important” or “extremely important” are reported.*



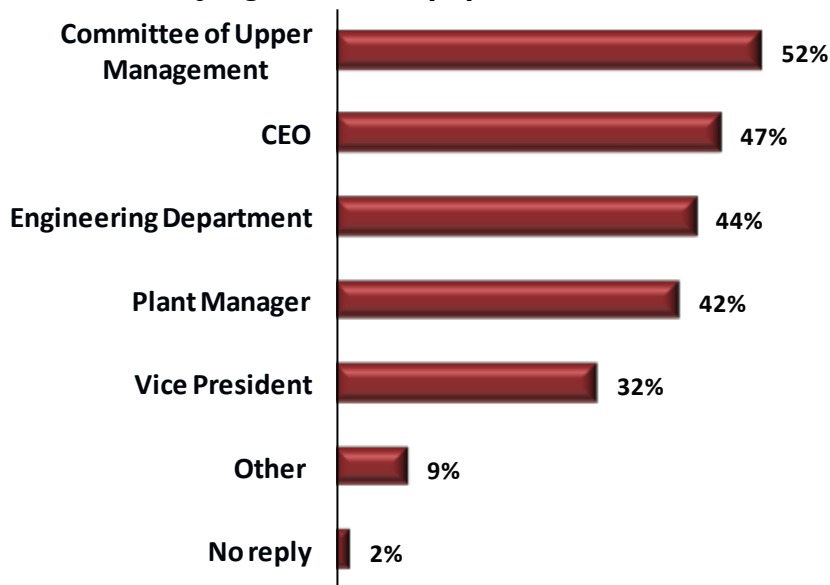
Base: N = 110

EQUIPMENT PURCHASES

A variety of job titles/positions are involved in the decision-making process. Over four in ten expect their company to spend \$1 million or more on aviation equipment over the next two fiscal years.

JOB TITLE

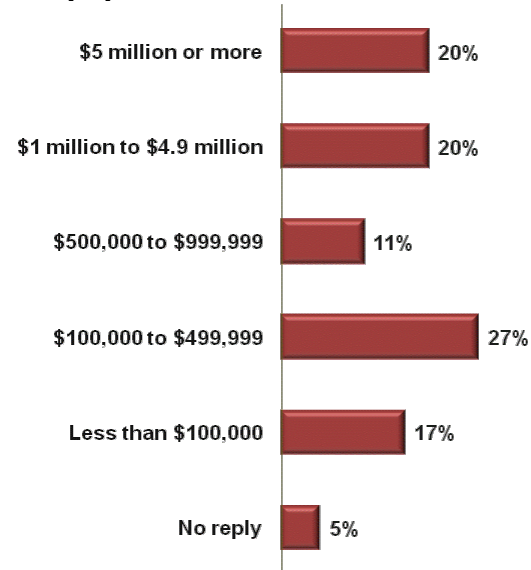
Which people (positions) at your firm have input into decisions on buying aviation equipment?



Base for chart on left: N = 110
Base for chart on right: N = 150

EXPECTED EXPENDITURES

What are your company's expected expenditures for aviation equipment over the next two fiscal years?



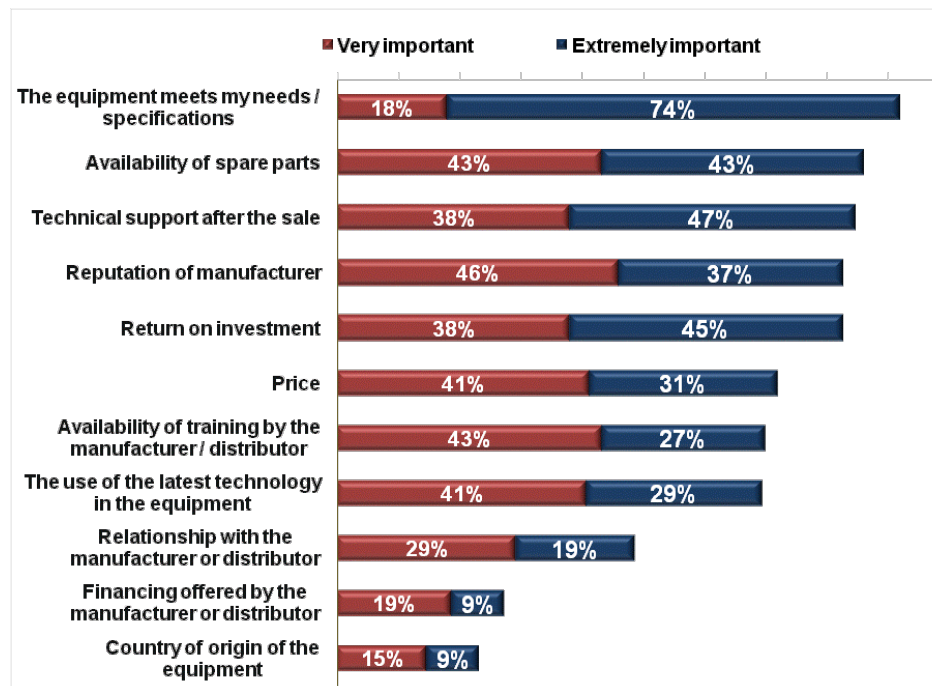
EQUIPMENT PURCHASES

The ability of equipment to meet specifications is most important during the evaluation process.

Respondents are also interested in the reputation of the manufacturer, ROI and upkeep, such as the availability of spare parts and technical support after the sale.

IMPORTANT ASPECTS DURING THE DECISION-MAKING PROCESS

*How important are the following attributes when deciding to purchase equipment?
Percent indicating “very important” or “extremely important” are reported.*



Base: N = 150

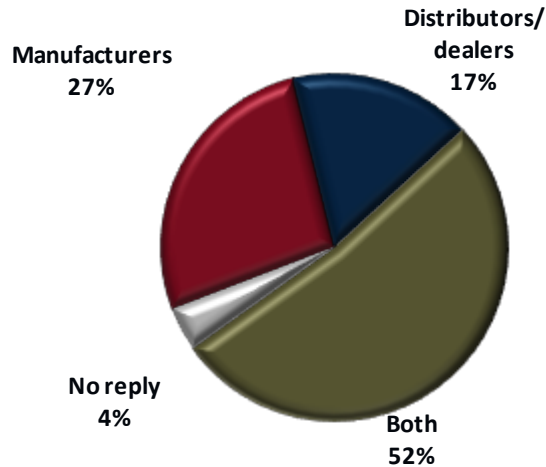
EQUIPMENT PURCHASES

Respondents are likely to deal both with manufacturers and distributor/dealers when purchasing equipment.

Most purchasing decisions are made during face-to-face meetings.

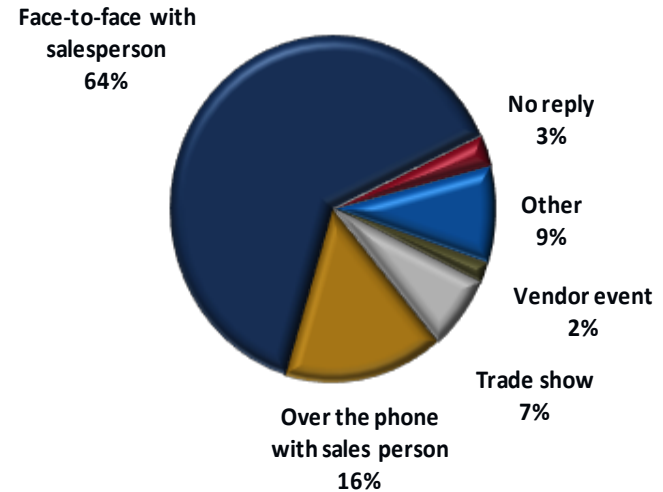
EQUIPMENT PURCHASES

*When obtaining manufacturing equipment for the aviation industry, does your company **PRIMARILY** deal directly with the manufacturer, or do you deal with distributors and dealers?*



SETTING OF PURCHASE DECISIONS

In what setting does your company make the majority of its purchasing decisions?



Base for both charts: N = 110

EQUIPMENT PURCHASES

Respondents use various methods of research when purchasing aviation machinery and equipment.

Manufacturing sales reps are considered most credible in providing information.

DECISION MAKING PROCESS

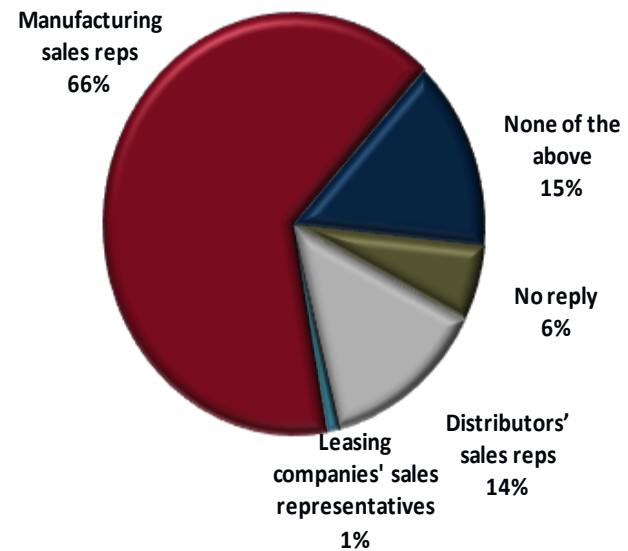
Please respond to the following questions regarding your current decision making process when buying aviation industry machinery and equipment. Percent indicating "yes."



Base for both charts: N = 110

MOST CREDIBLE INFORMATION SOURCE

Which of the following sources do you think is the most credible for providing you with information on manufacturing parts and equipment for the aviation industry?

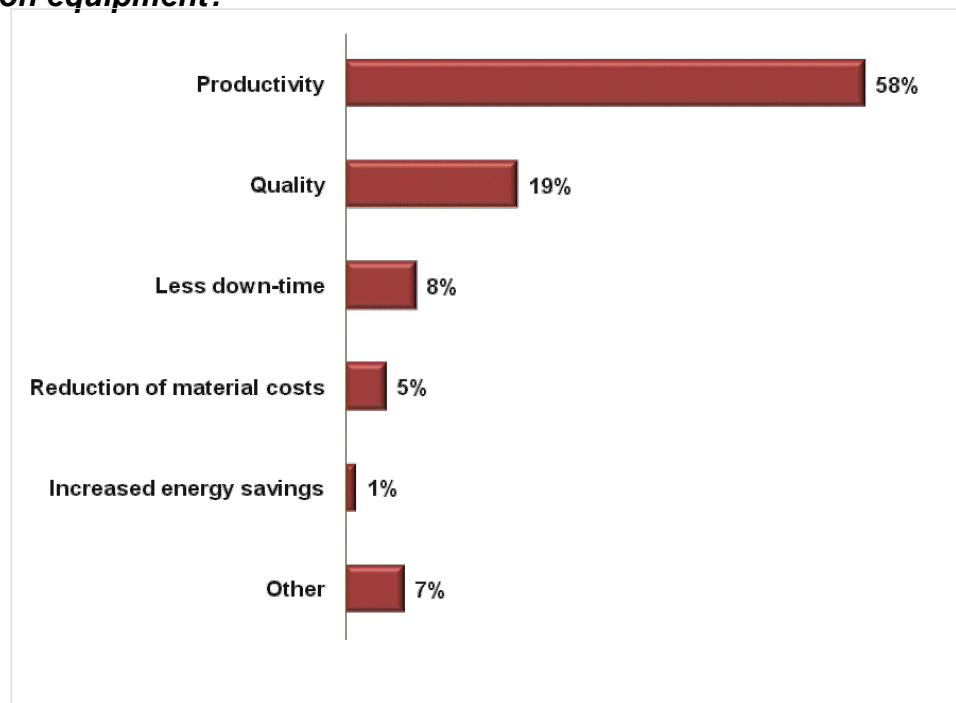


EQUIPMENT PURCHASES

Productivity is considered the biggest benefit from the purchase of new aviation equipment.

BIGGEST BENEFIT

From your perspective, what is the biggest benefit from the purchase of new aviation equipment?



Base : N = 150