

Advanced Composites Monthly

Issue #463

Global composites industry visibility for aerospace and defense

2008 NBAA Shows Points to Limits in Private Aviation Appetite

The **National Business Aviation Association** recently held its **61st Annual Meeting & Convention** (NBAA08), Oct 6-8 2008 at the Orange County Convention Center in Orlando, FL. This year's event was representative of the industry's strong sales growth over the past few years. In all, 30,811 people were in attendance at the show in addition to 1,183 exhibitors. These figures compared very well with last year's record breaking show,



Though the number of large aircraft orders announced at NBAA08 were considerably less than recent years, Bombardier scored a major deal worth \$1.5 billion, for 110 Learjet 60XR's.
Source: Bombardier Aerospace.

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which featured 1,183 exhibitors and a few more than 32,000 attendees. NBAA President and CEO Ed Bolen remarked, *"This year's show comes amidst spikes in the cost of fuel, tightening credit markets and a challenging economy. Business aviation has been impacted by adverse economic trends like every other industry..."* Despite these recent issues, most exhibitors remain fairly optimistic about their prospects over the next few years – banking that the glut of orders of the past three years will be enough to keep business moving until the economy recovers.

Unlike the past few NBAA shows, there was a lack of large aircraft orders, with two notable exceptions. The start-up European fractional ownership and charter service company, **Jet Republic** placed a \$1.50 billion for 110 Learjet 60XR's. Brazilian-based **Lider Signatures S.A.** also placed an order for 23 **Hawker Beechcraft** jets (included several models), worth an estimated \$200 million. Jet Republic's CEO Jonathan Breeze remarked at the show that, the economy is affecting the number of new aircraft orders, however this situation