



## Choosing the Right Flight Path for Aircraft Support. Evaluating Choices in a Challenged Industry.

### *A Pinnacle Air Network White Paper*

#### Executive Summary

---

The General Aviation industry has been through an unprecedented challenge over the past 5 years: flight activity is down, most aircraft manufacturers struggle to be profitable, and the FBO industry is navigating through a difficult natural selection process. In the midst of this, growth-oriented companies who operate aircraft are faced with an exceedingly important decision: *Where should I go for support?*

This decision is a critical and complex one involving factors ranging from financial limitations, convenience, safety, quality, experience and perhaps the most important: the trusted relationship with a service provider. On the following pages we are going to look at all of these factors to assist you, the aircraft operator, in evaluating options for the support of one of their most precious assets.

## Problem

As the General Aviation industry has declined, many service operators are left with painful choices: cost cutting on people, processes, technology, and an overall decrease in customer focus. Aircraft manufacturers are struggling to produce a profit in their production facilities, and are looking to exploit all that they can out of their company-owned service facilities - often at the expense of providing the best care for their customers. Long-term vision is often replaced with a short term, quarterly survival focus. Experienced technicians, frustrated from being unable to do what is right for a customer, are retiring or moving out of the industry. Most disturbingly, new and energetic young professionals are electing to pursue other career paths, failing to see a future in General Aviation.

From the operator's perspective, there often is a comfort in taking their airplane to the manufacturer's company-owned service center, assuming that it is "the best" - but in addition to serious cost-cutting, the manufacturers are often guilty of limiting choices for a customer; only directing them to their own, and often most expensive, replacement parts or services.

Some operators go the other direction, choosing the lowest cost provider; never truly evaluating the real service quality and technical capability of the facility. Owners should recognize that it is imperative to look beyond price and mere technical compliance with regulatory inspections: owners and operators need to understand that their aircraft and their people deserve the best - not only in quality service, but quality of relationship as well.

An aircraft owner is handing to a service provider the asset that literally takes their team miles into the air. Quality and safety is paramount. Experience and capability are essential attributes. Strength, profitability and a commitment to reinvest in people, processes and technology are critical attributes to consider when choosing a service provider.

## Opportunity

Sometimes in the midst of difficult times, independent minded entrepreneurs rise to the challenge of "reinventing themselves," finding ways to grow and prosper in a declining market - and the customers are the benefactors. That was the case 20 years ago when a group of full service sales and service providers found the need to band together during difficult times. They saw a need to challenge their current approach, all the way down to the core. They saw the need to share best practices, and to leverage their collective strength to provide more value. They saw the need to set the past behind, and to look forward and upward - towards the "pinnacle" of what a service provider could be. Thus the Pinnacle Air Network was born.



With the creation of the Pinnacle Air Network, the opportunity exists to access a network of strong, experienced, independent providers; service leaders that are simply the best at providing the industry's best service and support. Customers have an assurance that they are dealing with an organization dedicated to continuous improvement and committed to their needs, not to those of some remote home office. The opportunity exists for you to harness the power of Pinnacle.



## KEY STATISTICS

19 Members

106 Locations

\$1.75 Billion US Combined Revenues

5,200 Employees

1,200 Technicians

\$38 Million USD Parts Inventory

250 Aircraft in Charter and Management

Over 1000 Years in Combined Business

100% Independent, Entrepreneurial, and profitable

## KEY PARTNERS

Using's Pinnacle's strength to benefit our customers.



**DallasAirmotive**  
A BBA Aviation company



## Benefits of Dealing with a Pinnacle Member

When dealing with a Pinnacle member, you can be assured that you and your business are getting the best of both worlds: (1) an agile, independent company committed to industry leading best practices and (2) a collective network that leverages scale to provide more purchasing power and value to aircraft owners.

While we may all reminisce about the good feeling of dealing with a friendly "mom and pop" company, we also know that small-scale business can struggle to provide the best value, given its limited buying power. And certainly a "mom and pop" aircraft service provider is not going to be in a position have the resources available to deliver the quality and depth of a major network such as a Pinnacle member.

While most all Pinnacle members possess the attribute of being fully authorized service centers for multiple aircraft manufacturers, they are independent and able to offer customers more solutions and more choices in how their aircraft is maintained. For example, a customer visiting a manufacturer's company owned service facility in need of a windshield replaced on their aircraft will likely only be provided one option: a new windshield from that manufacturer. Approach a Pinnacle member with the same need, and that member is in a position to offer a customer the same new windshield or a "remanufactured" windshield, with 95% all new parts (from the same supplier as the manufacturer), and a longer warranty - all for substantially less money. More choices equals more value.

Additionally, customers dealing with a Pinnacle member know that they are dealing with some of the most experienced General Aviation companies in the world. The average business experience of a Pinnacle member company is over 50 years. Just like there is a certain amount of comfort visiting a doctor who has decades of experience, doesn't it make sense to ask the same of your aircraft service provider?

And perhaps most importantly, Pinnacle members are strong and profitable. While it may seem counterintuitive to providing best value, customers should insist on only doing business with profitable entities. It is quite simple: the network strength and buying power helps to provide the profitability, which in turn provides business stability and a commitment to reinvest into what is needed to take outstanding care of customers.



## What's unique about Pinnacle?

**Our Independence** gives us the ability to offer choices and truly do what's best for the customer.

**Our Experience** allows us to deliver the safest, highest quality service in the industry.

**Our \$1.6 Billion Network** gives us the purchasing power to provide the most value to our customers.

### **Randy Groom**

Executive Director  
Pinnacle Air Network  
772.567.0382

## The Pinnacle Promise

You can be assured when working with a Pinnacle partner that you are dealing with a strong, independent service provider that is committed to your best interests. Every member of the Pinnacle Air Network is committed to strict adherence to the following "Pinnacle Promise."

### **As a Pinnacle Air Network Partner We Promise:**

- 1. To make safety our number one priority, for both our employees and our customers.**
- 2. To exceed our customer's expectations on every visit.**
- 3. To welcome Pinnacle audits of quality and compliance with best practices.**
- 4. To maintain the highest standards of integrity in all aspects of our business.**
- 5. To maintain open, accurate communication with our customers every step of the way.**
- 6. To continually reinvest in our people, processes, technology and facilities.**
- 7. To maintain a regional reputation of excellence for our brand and Pinnacle.**
- 8. To provide customers the opportunity for input and choices in the service process.**
- 9. To allow our customers to benefit from Pinnacle's collective buying power.**
- 10. To build lasting, positive, personal relationships with every customer.**
- 11. To share best practices within the group to give every member the opportunity to improve their service offerings.**

With the Pinnacle Air Network, customers can enjoy building a solid local relationship with an independent organization, but one with true global strength. You can take comfort in knowing that your aircraft is being supported by some of the most experienced professionals in the industry, with consistent quality and customer service focus accross the board.

Furthermore, having the Pinnacle member's names and reputation regularly stamped in your maintenance records can potentially enhance the value of your aircraft as you go to market it in the future.



## Final Thoughts

---

The General Aviation industry continues to go through its share of challenges, and as a result a natural selection process is taking place within the service and support sector. This makes the choice on where you elect to send your aircraft for service all the more important. You can go to a “down home mom and pop” service center that may be quite legal and save some money in the short term. You can go to a service center owned by the manufacturer of your aircraft, but it is important to understand that they may only direct you to their own parts and service choices. Or you can choose to leverage the collective power and independent spirit from a member of the Pinnacle Air Network. Pinnacle members are strong, profitable and looking forward and upward. We believe that you owe it to your company, your aircraft, and most importantly your people to insist on the best in the business.

