



## **AIM Aviation Press Pack**

### **Stand 5A70**

Aircraft Interiors Expo 2013

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For immediate release  
9<sup>th</sup> April 2013  
**Stand 5A70**

### **Customer support: AIM expands to the Middle East**

AIM Aviation today announces the opening of a base in the Middle East. The strategic move will allow AIM Aviation to offer the maximum level of support to its customers in the region, providing excellent facilities for the delivery and repair of high-quality cabin interiors and galleys.

The new workshop and offices are located at the Musafah Industrial Area in Abu Dhabi and will be opened by AIM Aviation in partnership with First Emirates Aviation Group LLC.

Commenting on the new business partnership His Highness Sheikh Saeed Bin Hamdan Al Nahyan, owner of the First Emirates Aviation Group, said: “We are pleased to announce this partnership between AIM Aviation and First Emirates Aviation Group, which we strongly believe is the start of a major phase in the development of our service to aircraft interiors in this vital region for civil aviation.”

Mark Edwards, CEO of AIM Aviation, says: “AIM has been very successful in winning significant business in the Middle East, from major carriers including Emirates, Qatar, Saudi Arabian Airlines and Etihad. This new facility will help us to better support our customers and expand our business. It is the consistent and uncompromising quality of our product, together with value for money, which has enabled us to win major business contracts in the Middle East. We have no intention of changing that philosophy and are delighted to be partnering with First Emirates Aviation Group, a company which holds the same ethos regarding quality and service.”

As one of the customers to benefit from the new facilities, Emirates President, Tim Clark, said: “We very much welcome this announcement from AIM Aviation. It demonstrates the genuine commitment we expect from our suppliers to support this airline in its vigorous expansion. AIM Aviation is a key Emirates partner and has managed to turn our concepts for the premium-class passenger offering into an icon of the industry: the onyx-clad horseshoe bar in all our A380 aircraft, which has set the benchmark for premium-class cabin service.”

This expansion directly into the Middle East follows AIM Aviation’s success in setting up facilities in the United States. AIM Aviation has always provided global delivery of its cabin interiors but is now able to bring its global expertise to the local regions of its customers.

Visit [www.aim-aviation.com](http://www.aim-aviation.com).

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Image: Chris Whetter, Vice President Corporate Accounts (Middle East) AIM Aviation (High res jpeg of image available from [carol.seath@cmsstrategic.com](mailto:carol.seath@cmsstrategic.com))



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**AIM Aviation receives Airbus Award for 3<sup>rd</sup> year running**

- Presentation to take place at the 2013 Aircraft Interiors Expo -

AIM Aviation is to be presented with an award from Airbus for outstanding levels of customer satisfaction. The presentation will take place on the first day (Tuesday 9<sup>th</sup> April) of the 2013 Aircraft Interiors Expo.

The award recognises major cabin buyer furnished equipment (BFE) suppliers who have achieved exceptional levels of service performance and customer satisfaction. The accolade is particularly revered as it is the result of ratings given by the airlines themselves, representing over 120 Airbus customers, operating 90 per cent of the global Airbus fleet.

This will be the third consecutive year that AIM Aviation has been in the top three of the supplier rankings, achieving third in 2010 and second in both 2011 and 2012. Richard Bower, Managing Director of Galleys and Stowages at AIM Aviation, says: “We are thrilled to have won this well-regarded award from Airbus. It is a clear reflection of the long-term commitment to customer support and highest-quality craftsmanship, on which we base our business. It is particularly rewarding for our hard work to be recognised in this way by our customers.”

The award rates major cabin BFE suppliers on: ‘The ability to provide continuously reliable equipment and the associated technical support; ensuring effective operational support services, benchmarked against the industry-leading Airbus supplier support standards; and customer feedback concerning cost of ownership.’

Visit [www.aim-aviation.com](http://www.aim-aviation.com).

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Image: AIM Aviation galley  
(High res jpeg of image available from [carol.seath@cmsstrategic.com](mailto:carol.seath@cmsstrategic.com))



## **Notes for Editors**

AIM Aviation designs, engineers and manufactures cabin interiors for the world's major airlines on Airbus, Boeing and military aircraft, from its base in the UK.

The market-leading services of AIM Aviation include: exterior and interior composite assemblies, stowages and galleys, premium monuments and bar units, lounges, sky shops and seat modules – in fact the entire cabin interior from cockpit to rear pressure bulkhead. All inspirationally designed, meticulously engineered and beautifully crafted.

In-house research and development expertise enables innovative ideas and materials to meet with the vision of the airline and the standards of the aircraft manufacturer. Design and engineering skills allow AIM Aviation to offer both practical solutions and striking, unique, statement pieces.

AIM Aviation has grown from a small coachworks business, established in the early 1900s, to become a leading global supplier of aircraft interiors to the foremost airlines and aircraft manufacturers.

[www.aim-aviation.com](http://www.aim-aviation.com)

## **Images**

High resolution jpegs of images are available from [carol.seath@cmsstrategic.com](mailto:carol.seath@cmsstrategic.com).

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