ROTORTRADE REPORTS SUSTAINED 2020 RESULTS AND PURSUES ACTIVE GLOBAL DEVELOPMENT

News / Business aviation








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Rotortrade announced healthy results for 2020 reaching 27 bookings within the 12 month period only 3 less than 2019. “While slightly below our targets set pre-Covid, we are very satisfied with our results which show our resilience and most of all the adequacy of our business model. Having now 9 locations around the world has enabled us to stay agile and close to our customers providing global reach while sharing local knowledge and values. Having secured and delivered several helicopters internationally at the height of the global lockdowns is testament to the trust our customers place in our local teams which is the best validation we can get. Having already invested in state or the art communication systems and tools we had no difficulty to adapt and were also able to offer various remote inspection solutions early on. Complemented by integrated export/import services, we were well prepared.” Says Philippe Lubrano Rotortrade President and Senior Partner.

Last year the company had announced the opening of RT ANZ covering Oceania from Melbourne, Australia which has proven very successful with several sales already logged and many new relationships formed. At the same time the new European HQ in the South of France also acting as logistics and spares hub has enabled the company to significantly enhance its end-to-end capabilities allowing it to provide complete helicopter and support sourcing, completion, delivery and EIS services to clients.

Rotortrade invests in its own inventory and proposes exclusive helicopters as a key differentiator from its competition especially in heightened times of crisis when many brokers simply list helicopters they do not know (well) or try to deviously enter deals more often than not ending in failure, lost opportunity and value destruction.

“In 2020, despite the steep contraction on the heavier end of the market, we were able to deliver a few heavies and reached new record levels of medium twin helicopter sales. Deliveries continued to be well spread out around the world with a notable net gain from countries in which we are physically located. Our strategy has directly translated into positive results without which the year may have looked very different. We have also seen our Certified Pre-Owned helicopters more popular than ever which we attribute to the growing need for quality and safety within uncertain times. Overall, we have been able to deliver the highest levels of services acting as a true one stop shop for all our client’s helicopter purchase or divestment needs.” Noted Aurélien Blanc, Rotortrade Managing Partner.

During the year, RT expanded its global reach with the launch of RT CEE covering Central and Eastern Europe which is off to a great start with a first important delivery recorded just before year end.

“While providing our customers more personal and local support, our regional deployment matches perfectly our ambition for long term sustainability providing senior team members the chance to spread their wings fully while benefiting from the full structured support of RT back office and management while working hand in hand with other RT offices with the help of modern and efficient technology.” Says Aurélien Blanc.

RT is now in the midst of opening RT UK in the London area and RT Pacific in Tahiti French Polynesia with other very exciting plans in the works.

“The UK helicopter market has always been very active and dynamic. In light of the recent Brexit and Pandemic situation, we have decided to get closer to local clients facilitating regulatory, tax and legal challenges while providing a full suite of services required for efficient international aero trade. We are now looking for ambitious and resilient salespeople to lead the way!” Commented

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Raymond Lubrano, Rotortrade Senior Partner.

Rotortrade is pursuing consistently its drive to enhance customer experience for helicopter acquisition and divestment. In the pre-owned market notably, the company continues to work with Leonardo and other major OEMs insisting on quality, proximity and OEM warranty. Today RT offers AgustaWestland Certified Pre-Owned (CPO) helicopters from Leonardo, has jointly developed an industry leading CPO program with Pratt & Whitney Canada and a light CPO with Safran HE. Rotortrade is working closely with other major OEMs to follow suit and believes this will dramatically transform the value chain.

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