

AVIÃO & PILOTO

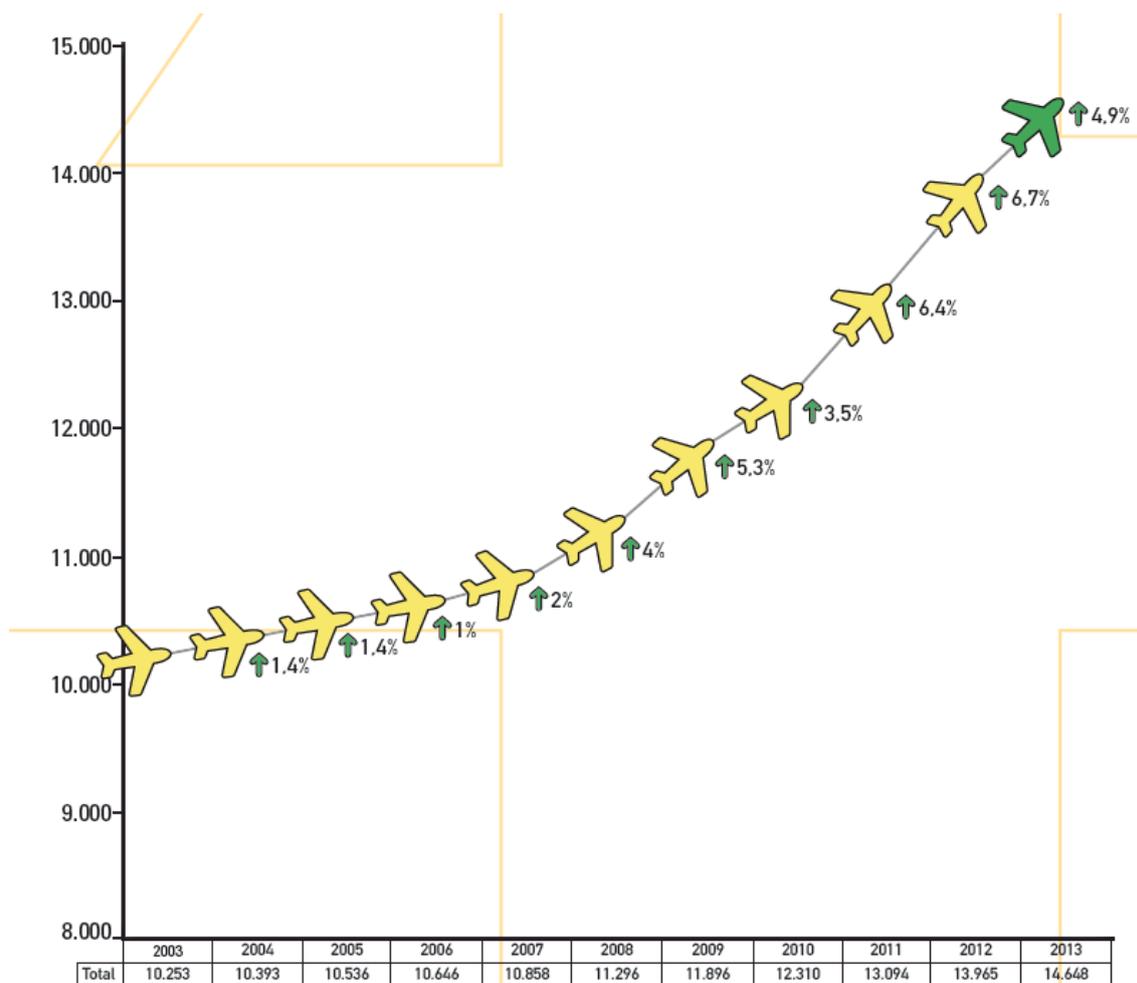
Why Brazil?

Why invest in Avião&Piloto?

Brazilian GA market

The Brazilian GA market is the second largest of the world, only after the USA.

The latest statistics (2013, sources ABAG, ANAC) show that the Brazilian GA fleet comprises 14.648 aircraft and that it has a clear growth path along the years despite the global economy downturn that is still affecting the rest of the world



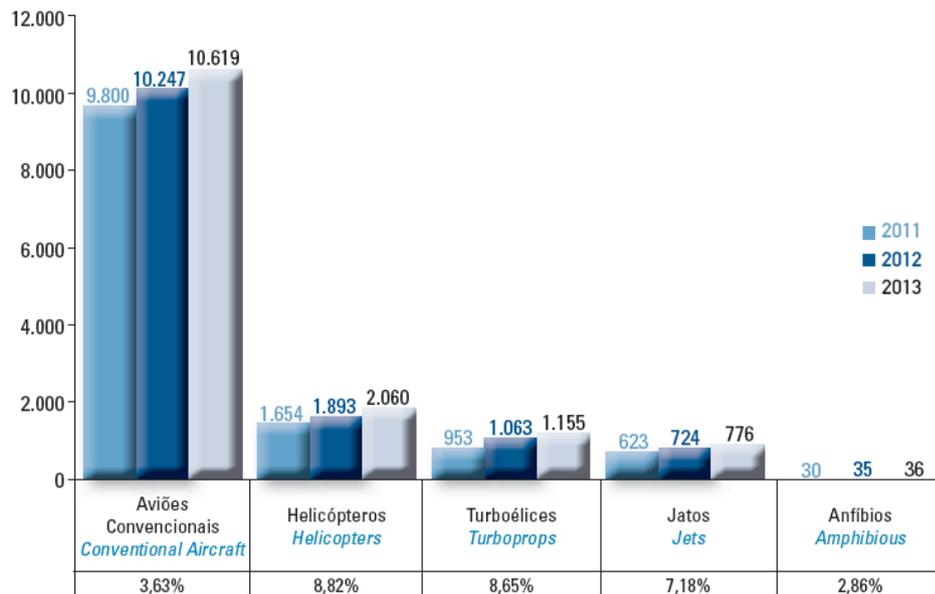
A growth that is mostly due to new acquisitions of new aircraft, albeit the second hand market importation is also robust, as the chart below shows clearly:

Table 11 – Analysis of the net growth of the Brazilian GA fleet in 2013

Frota / Fleet 2012	Variação / Variation				Frota / Fleet 2013
	Aeronaves Novas New Aircrafts	Aeronaves Usadas Used Aircrafts	Mudança de Categoria de Utilização Changed in use category	Saldo de aeronaves Reclassificadas e Canceladas Net aircraft reclassified and canceled	
13.965	↑ 283	↑ 473	↑ 4	↓ -77	14.648

The market is divided by type of aircraft as follows

Figure 7 – Aircraft types in the General Aviation fleet in 2013.



Mainly conventional (piston) aircraft, special attention must be drawn to the more than 2.000 helicopters fleet, or the 1.115 turboprop aircraft.

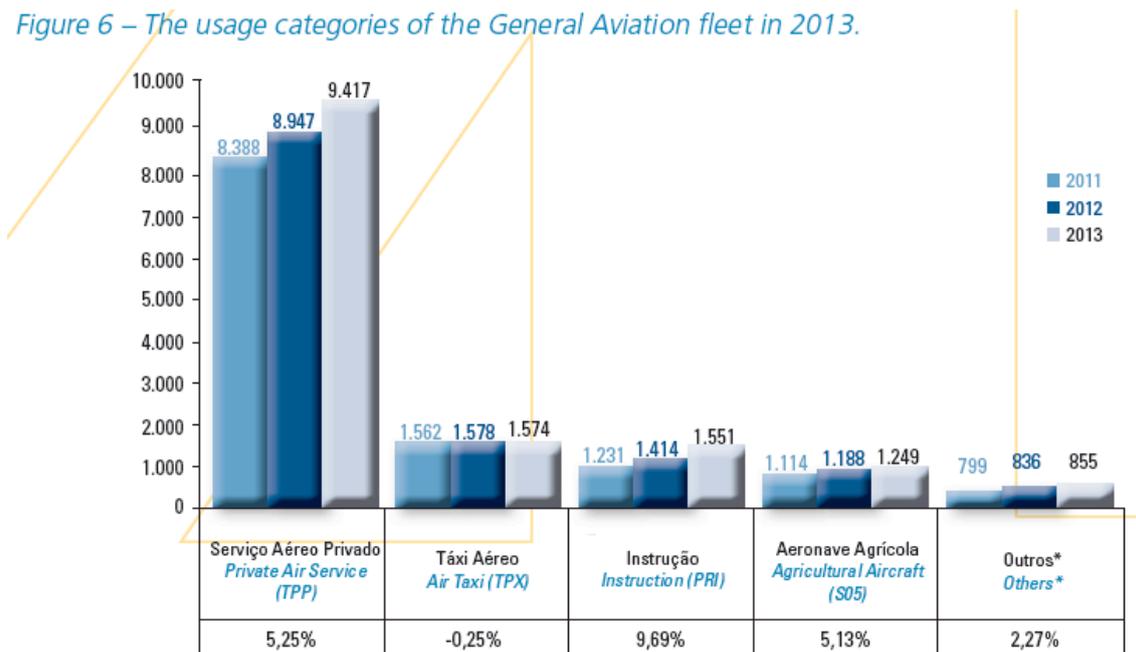
You can see more detailed info on the following chart:

Table 12 – Composition of the Brazilian General Aviation fleet by aircraft type

Tipo de Aeronave Aircraft type	Definição Definition	2012	Participação Share (%)	2013	Participação Share (%)	Varição Rate (%)
L1P	Avião com 1 motor pistão <i>Landplane with 1 piston engine</i>	8.008	57%	8.307	57%	↑ 4%
L2P	Avião com 2 motores pistão <i>Landplane with 2 piston engine</i>	2.239	16%	2.312	16%	↑ 3%
H1T	Helicóptero com 1 motor turboélice <i>Helicopter with 1 turboprop engine</i>	745	5%	844	6%	↑ 13%
L2T	Avião com 2 motores turboélice <i>Landplane with 2 turboprop engine</i>	743	5%	769	5%	↑ 3%
L2J	Avião com 2 motores turbo-jato <i>Landplane with 2 jet engine</i>	708	5%	756	5%	↑ 7%
H1P	Helicóptero com 1 motor pistão <i>Helicopter with 1 piston engine</i>	652	5%	691	5%	↑ 6%
H2T	Helicóptero com 2 motores turboélice <i>Helicopter with 2 turboprop engine</i>	496	4%	525	4%	↑ 6%
L1T	Avião com 1 motor turboélice <i>Landplane with 1 turboprop engine</i>	320	2%	386	3%	↑ 21%
A1P	Anfíbio com 1 motor pistão <i>Amphibian with 1 piston engine</i>	19	0,14%	19	0,13%	→ 0%
L3J	Avião com 3 motores turbo-jato <i>Landplane with 3 jet engine</i>	16	0,11%	20	0,14%	↑ 25%
S1P	Hidroavião com 1 motor pistão <i>Seaplane with 1 piston engine</i>	7	0,05%	7	0,05%	→ 0%
A1T	Anfíbio com 1 motor turboélice <i>Amphibian with 1 turboprop engine</i>	6	0,04%	7	0,05%	↑ 17%
A2P	Anfíbio com 2 motores pistão <i>Amphibian with 2 piston engine</i>	2	0,01%	2	0,01%	→ 0%
A4P	Anfíbio com 4 motores pistão <i>Amphibian with 4 piston engine</i>	1	0,01%	1	0,01%	→ 0%
	Sem indicação de Motor <i>Without engine information</i>	3	0,02%	2	0,01%	↓ -33%
	Total	13.965	100%	14.648	100%	↑ 5%

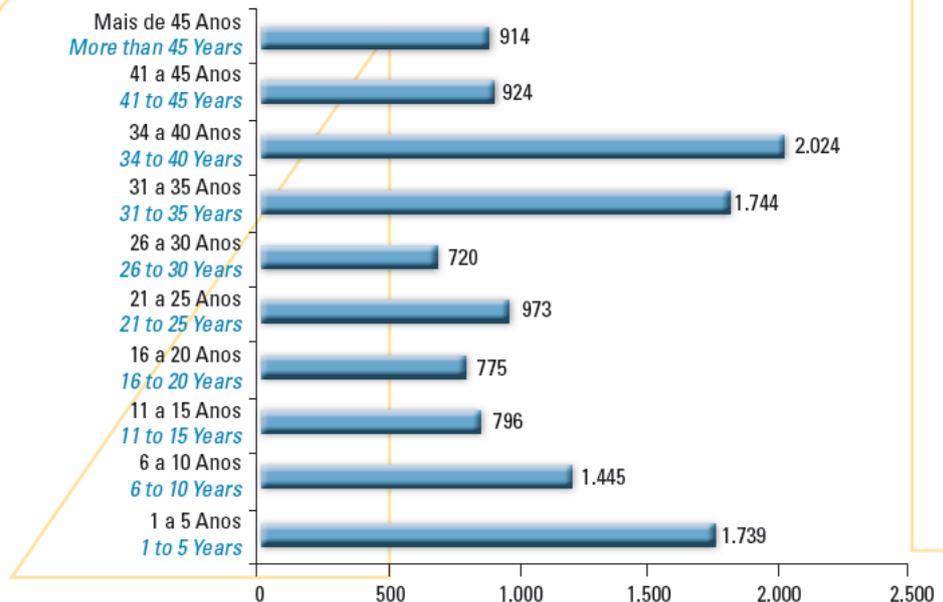
Mainly for private use, also the flying schools fleet is large and shows a 9.69% growth, showing that the tendency of the market is rising as more and more pilots come the scene in the coming years:

Figure 6 – The usage categories of the General Aviation fleet in 2013.



As for the age of the fleet, the graph below shows a fleet in need of renewal, as almost half of it is more than 25 years old.

Figure 8 – Age of the General Aviation fleet in Brazil in 2013.



A renewal that will not only comprise the aircraft itself, but engines, avionics, instruments, parts, equipment, etc.

Brazilian LSA-Ultralight-Experimental market

Not only GA fleet is huge, also the LSA/Ultralight/Experimental market is worth a close look.

As per ANAC (Agencia Nacional de Aviação Civil) statistics, the experimental fleet comprised 4.673 aircraft in 2013.

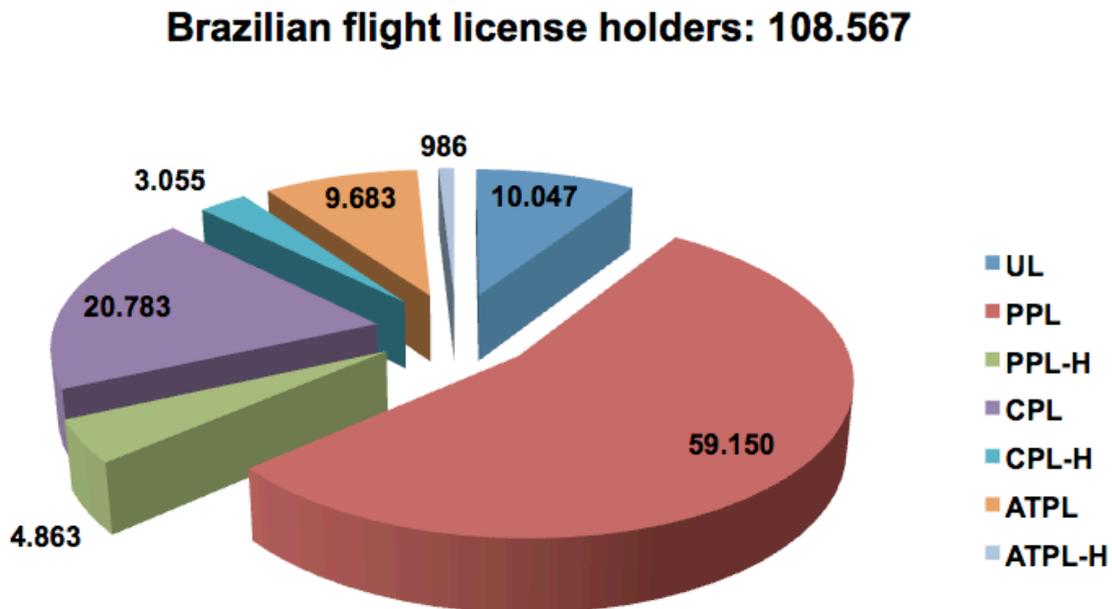
Currently the Brazilian Association of Ultralight (ABUL) has 3.200 members, with representatives in all Brazilian states. The actual ultralight fleet consists of 3.617 aircraft.

To better evaluate the relevance of this segment and considering that the more simple new aircraft (basic) costs around R\$ 80,000 and the most sophisticated (advanced), are priced at R\$ 200,000, make an estimated annual business in the order of R\$ 100 million, only in transactions with new aircraft. Another important factor of economic and social

character is that the technological development and the maintenance of this LSA/UL fleet generates a labor market that employs over 9,000 brazilians.

Talking about pilots

If the number of aircraft are impressive, the number of pilots in Brazil is just phenomenal (source ANAC 2014): 106.567 license holders, divided as follows per type rating:



Some conclusions:

Together, Brazilian GA and LSA/UL/experimental sector comprises more than 18.000 aircraft and 100.000 pilots, a huge market, an enormous opportunity to discover a vibrant market for your products, aircraft, engines, components, avionics, instruments, parts, etc. etc.

Avião&Piloto is the only magazine in Brazil devoted to GA and LSA aviation; distributed nationwide in kiosks and preferencial shops as well as flying clubs, etc. Avião&Piloto is the best and easiest way to reach this enormous market.

Join our experienced team of editors and contributors, our award winning team of test pilots, our stunning photography, our beautifully designed magazine, the first and only aviation life style magazine in the country that will bring your message across to the Brazilian pilots and aircarft owners community.

Then, why **Avião&Piloto**? You can't afford not to be with us in this thrilling journey.