Mitsubishi Aircraft Corporation saves time researching commercial opportunities with a single source of reliable fleets data

Mitsubishi Aircraft Corporation is a Japanese company dedicated to the development, sales and support of the Mitsubishi Regional Jet (MRJ90 and MRJ70).

The MRJ90 and MRJ70 are still in development and the organisation is working hard to build a strong order book before the anticipated launch date in 2020. As of September 2017, CiriumSM Fleets Analyzer data shows that Mitsubishi has commitments for 427 aircraft, comprised of 233 firm orders, 170 options and 24 purchase rights.

To improve their knowledge and understanding of the industry the marketing, sales and analysis functions required an up-to-date, reliable and easy-to-access fleets database and a trustworthy news solution. It was essential that the information could power detailed market, competitor and commercial analysis that would help save the strategic marketing team time.

Mitsubishi’s strategic marketing function produces regular market analysis to clarify the order books of its main competitors. The 70-90-seat regional jet market is competitive, with Bombardier, Embraer and ATR all producing rival aircraft. It is vital that fleet information is accessible in a timely manner to support the future commercial developments of the MRJ programme. It is important that the strategic marketing function has access to authoritative fleet data in order to support existing sales campaigns. The team required a solution that would provide order numbers, backlog numbers, cancellation data, and average age of aircraft in the regional jet market. The impact of not providing the commercial team with accurate figures could have a detrimental effect on sales of the MRJ programme.
THE SOLUTION

After analysing the competition and determining a range of solutions from Cirium as the best for its need, Mitsubishi Aircraft Corporation chose to subscribe to a fleet database, Fleets Analyzer; a premium news platform, Flight Dashboard; and a service to provide independent residual valuation of the MRJ90 and MRJ70 provided by the Flight Ascend Consultancy team.

The challenge Mitsubishi Aircraft Corporation required reliable and easy-to-access fleet information to power detailed market analysis. The solution Fleets Analyzer is improving Mitsubishi Aircraft Corporation’s ability to present detailed research on the regional jet market.

*Cirium provides tools that are consistently improving Mitsubishi Aircraft Corporation’s ability to present detailed research on the regional jet market.*

Mitsubishi Aircraft Corporation has used data from Cirium for more than eight years to inform and enhance its strategic decision-making. This information has contributed to saving the marketing and analysis teams time by providing reliable data through a single source and is helping form the basis of monthly regional jet reports.

“Cirium’s fleet database and news solution are crucial in ensuring we have access to the most up-to-date information about airlines, suppliers, OEMs and governments.”

- Hideyuki Kamiya, Sales & Marketing Manager

About Cirium

Cirium brings together powerful data and analytics to keep the world in motion. Delivering insight, built from decades of experience in the sector, enabling travel companies, aircraft manufacturers, airports, airlines and financial institutions, among others, to make logical and informed decisions which shape the future of travel, growing revenues and enhancing customer experiences. Cirium is part of RELX PLC, a global provider of information-based analytics and decision tools for professional and business customers. Find out more at cirium.com.