



## Independent Market Analysis and Outlook for Airbus SAS

This new report from Air Insight provides a comprehensive market analysis and outlook for Airbus, focusing on the key issues facing the company as it competes with Boeing for market leadership.

Key issues addressed in this report include:

- How is Airbus positioned vis-à-vis Boeing?
- What are Airbus financial prospects?
- How Sound is its parity position with Boeing?
- Will Airbus succeed with the A350XWB?
- What will be the outcome of the WTO complaints?
- Production: To Cut or Not to Cut?
- What are the Key Risk Factors for Airbus?

Written by three leading independent industry analysts, this report provides a comprehensive overview of Airbus on a program by program basis, including the A320, A330/340, A350, A380 and A400M, analyzing the market prospects and competitive position for each aircraft type, and providing expert judgment on their likelihood for future success.

The report is available at [www.iag-inc.com/store1.html](http://www.iag-inc.com/store1.html) and is priced at \$150.00 for the electronic version, and \$175.00 for a print copy. The table of contents follows:

### About the authors:

Ernest S. Arvai heads The Arvai Group, an aviation focused strategy consultancy based in the United States, and has worked with aircraft manufacturers, engine manufacturers, component suppliers, airlines, leasing companies and financial institutions for more than 30 years. He holds an MSIA from the Tepper School at Carnegie-Mellon and a BSE from the University of Michigan. Prior to establishing his own firm, he was Vice President and Managing Director- Technology Management at Battelle Memorial Institute. During his career he also led the worldwide airline and aviation industry practice at Arthur D. Little and has worked in more than 50 countries on aviation issues.

Additional information can be found at [www.arvaigroup.com](http://www.arvaigroup.com).

Addison Schonland heads Innovation Analysis Group, an aviation focused market-research and consultancy based in the United States, and has worked with aircraft manufacturers, engine manufacturers, airlines and the air travel sector. Addison has been an innovator in new media, and publishes a successful aviation blog and on-line information resource. He holds degrees in Sociology, Economics and Finance for the University of Cape Town, South Africa and a doctorate in business administration from Rushmore University. He was previously with PA Consulting Group and has been involved with commercial aviation for over twenty years.

Additional information can be found at [www.iag-inc.com](http://www.iag-inc.com)

A third well-known analyst is a co-author of the report, but has chosen to remain unidentified.

## Contents

AIRBUS – A Comprehensive Review and Outlook.....	3
1. How is Airbus positioned vis-à-vis Boeing?.....	3
2. What are Airbus' financial prospects?.....	5
3. How sound is its "parity position" with Boeing?.....	6
4. Will Airbus succeed with the A350XWB?.....	6
5. What will happen with the WTO Dispute?.....	6
6. Production: to cut or not to cut?.....	8
7. Key Risk Factors.....	9
Strategic Risks.....	11
CONCLUSION.....	12
A320 FAMILY.....	13
A318.....	14
A319.....	15
A320.....	16
A321.....	17
A330/A340.....	22
A330.....	22
A340.....	25
A350.....	29
A380.....	36
Airbus Military Programs.....	42
A400M.....	43
KC-330/KC-30 MRTT Multi-Role Tanker Transport.....	47
A319 MPA.....	53