

## Staying ahead of the game

### Aircraft leasing and asset management

Only Ascend provides online access 24/7, 365 days a year to both fleet and valuations data. +

**Paul O'Dwyer, Marketing Manager, ORIX Aviation**



**Industry**  
Aircraft Leasing and Asset Management

**Location**  
Global

## COMPANY PROFILE

**ORIX Aviation** based in Dublin, Ireland, since inception in 1991 owns and manages a fleet of 115 commercial jet aircraft and a portfolio of spare engines valued in excess of US\$3.35 billion. ORIX Aviation is a Standard & Poor's approved asset management service provider which demonstrates the significant capabilities of the organisation.

## THE SITUATION

With a large and active portfolio of aircraft, ORIX Aviation requires independent values and information that allows it to locate and market to prospects effectively. With fewer opportunities available on the market, it is increasingly important that all possible targets can be identified.

## THE SOLUTION

ORIX Aviation established a relationship with Ascend through ad hoc aircraft valuations and respected its methodology and integrity. The company chose to access Ascend's aviation data through Ascend Online Fleets and Values.

Paul O'Dwyer, Marketing Manager, ORIX Aviation, comments,

Only Ascend provides online access 24/7, 365 days a year to both fleet and valuations data, including lease rates. This data is updated constantly, which is important in today's market. +

## THE BENEFIT

ORIX Aviation regards accessing Ascend's real time fleet information as an important component in producing focused marketing activity.

Paul O'Dwyer suggests that,

There is always customer service available when we are looking to get the data to really work for us. +