

OMNI

May 9, 1983

Mr Harrison Roberts, President
Transportation Finance Corp
11415 Magnolia Avenue
Winston Salem, NC

Dear Mr. Roberts,

We would like your opinion about an idea.

Over the past 20 years Omni has perfected an aviation information collecting system. The data we gather is now computerized and it is one of our primary marketing tools. We have been encouraged to make this information available to the aviation community and think perhaps now is the time to do that.

The attachment to this letter outlines some of the programs in our system and their uses. This is information essential to everyone who is seriously involved in evaluating an aircraft and more programs like these are being developed on a regular basis.

A return card is included for your thoughts. We need the opinions of aviation related professionals to enable us to make a decision about sharing our system. Please give us the benefit of your experience by answering and returning the card.

The \$5 is just a token of our thanks and we would appreciate it if you would accept it for giving us your consideration of our idea.

Sincerely,

George Marshall
Market Information Director

OMNI

INTERNATIONAL IETC TRADING FLOOR

11300 Rockville Pike, Rockville, Md. 20852 • Telephone (301) 984-3232 • WU TLX 89-8460 • ITT TLX 440299 • RCA TLX 248647

Omni's Computerized Market Information Programs

For Sale

- All aircraft for sale by type in serial number order.
- All above plus year of manufacture, Total Time, Engine hours and extra features or equipment such as Thrust Reversers, MSP, Hi-Altitude Kit, VLF, INS, etc.
- Market Best Buy.-Next two aircraft of each type expected to sell.
- Specification on over 7000 aircraft in detail of which 1000 are available each month.

Aircraft Locator (Jets and Upper Turbo Props)

- Geographical Location by aircraft type. Choose location and type and receive listing of all that type in that location in alpha order by Company. Year of manufacture. Whether for sale, lease or trade or not.
- Location only. Displays all aircraft in a specific location by type and serial number plus year manufactured. Whether for sale, lease or trade or not.
- Locate all aircraft of a specific type. Geographical location of type in serial number order, owner, year manufactured, sale, lease, trade or not.
- Type Aircraft in serial number order, owner, year manufactured. Sale, lease, trade or not.
- Type Aircraft by alpha index of owners. Sale, lease, trade or not.
- Lower Turbo Props Location by type and location. Alpha order by serial number. Owner's address, contact and other aircraft of owner.

Costs

- By type. Engine overhaul, hot section inspection, maintenance, reserves, paint and interior, crew annual, training, cost per day, demo per nautical mile, modification costs, etc.
- Direct hourly operating costs in alpha order by type aircraft.
- Demo cost per nautical mile and daily crew rate by type.

Performance

- General information by type. Dimensions, weights, engine information, cruise range, speed, etc.
- IFR range by type in alpha order. Nautical and statute miles.

Engines

- Summary of engines showing manufacturer, thrust, TBO, new costs, runout costs, overhaul and inspection costs, authorized overhaulers, SB's and AD. Types of aircraft with these engines, etc.

Mods

- Summary of mods for each aircraft by type, cost and authorized shop to supply mod. Benefit of mod, etc.

Wants

- Companies looking to buy. By type in alpha order.

History of wants

- Companies that have shown interest in buying. By type in alpha order by company or location.

Sold

- Aircraft sold by type. Sold date order. Last sold price, buyer and seller.
- Aircraft Sold in date order. Year manufactured. Total time, engine hours, extra equipment or features.
- Aircraft Sold History - Summary. Aircraft may have sold more than once. Each sale recorded, date, asking price, selling price, year manufactured, buyer's locations, specifications at time of sale.

New Aircraft Prices

- Alpha listing by type with most recent position price from factory. History showing increases and escalations

Registration Numbers

- Selection of aircraft by registration number to determine aircraft type, serial number, location, owner and operator.

Survey Card

After reading the description of our market information program
please answer the questions below:

Do you think Omni should make this information available yes () no ()
to the market?

Would your company be interested in subscribing to a yes () no ()
computerized market information system such as this?

If the system becomes available would you be interested yes () no ()
in sharing the costs as a subscriber?

Depending on the number of subscribers the cost would
be somewhat in excess of \$1000 monthly. Would you
consider this a fair price to pay for this information. yes () no ()

Your comments please.

If you want to be informed when this service is available please complete
the blanks below.

Name _____ Company _____

Title _____ Phone _____

City _____ State _____ Zip _____