



# PRESS RELEASE

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## Aircraft leasing pioneer Azorra appoints 8020 Communications for global brief

**Fast-growing aircraft lessor Azorra is appointing Yocova partner 8020 Communications, an aviation, travel and mobility specialist, to handle its global public relations on a retained basis.**

Headquartered in Fort Lauderdale, FL, Azorra is the latest aircraft leasing venture to be founded and led by serial entrepreneur John Evans. A highly agile market innovator, Azorra focuses on underserved segments of the aircraft leasing market.

Through international trade and financial media relations and thought leadership content, 8020 Communications will help to shape Azorra's profile and industry authority amongst airline executives, aircraft and engine manufacturers, banks and investors.

### 8020 Communications comment

Marc Cornelius, founder and CEO of 8020 Communications, says: "It's exciting for us to work with a bold and ambitious firm like Azorra. They've achieved rapid success by focusing on emerging parts of the market and by assembling a seasoned team of highly regarded experts. We are looking forward to helping establish Azorra as a fresh and distinctive voice in aviation industry debate."

### Azorra comment

Ron Baur, president of Azorra, says: "The 8020 Communications team came highly recommended and has valuable experience across the aviation industry, including airlines, airframers, brokers and consultancies. We look forward to working with them in telling our story around the world and in accelerating our growth."

### Yocova comment

We are excited to see how this new partnership will benefit Yocova Partner 8020 Communications. We also look forward to supporting 8020 Communications with business growth through the Yocova platform, with ways to connect, collaborate, and innovate with the wider aviation community.

### About Azorra

Azorra is a leading player in the expanding 'crossover jet' market, in which airlines are embracing the new, efficient and versatile Embraer E2 and Airbus A220 aircraft types in preference to traditional narrowbodies.



The firm also recently entered the widebody aircraft leasing segment through its acquisition of Voyager Aviation Holdings. Azorra's airline client base spans five continents and includes Azul, BA CityFlyer, Envoy Air, Royal Jordanian Airlines, Scoot and TAP Air Portugal.

### About 8020 Communications

8020 Communications advises aviation, travel and mobility businesses around the world on their PR challenges, marketing needs and reputational risks. The company helps clients grow, meet their sustainability and ESG goals, and earn the fundamental requirement for success: trust.

In aviation, 8020 Communications broad experience includes airframers, commercial airlines, airports, business aviation, data providers, training organisations and technology vendors.

### About Yocova

Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It's an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation.

The platform is structured around the pillars of Community, Data Rooms, Marketplace, and Enterprise engagement:

- **Community:** the global aviation community on one open and trusted platform – connect and collaborate with aviation peers in public forums and private working groups
- **Data collaboration:** a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives
- **Marketplace:** a trusted 'go to' aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API's solutions and services, or sell and manage your own through a global route-to-market
- **Enterprise engagement:** Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community.

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single entry-point for swift, efficient user access to all OEM digital content.

Yocova continues to pursue its growth strategy at pace with over 8,500 aviation professional members from across 425+ airlines and 840+ aviation enterprises extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to airports, ANSPs and OEMs.

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