



For Immediate Release  
Press Release 09/04/2018

## Acumen Evolves, in Readiness for New and Ambitious Growth

**Dublin – 09-04-2018:** Acumen Aviation recently revealed its new branding, signalling its clear direction and strength of conviction as it continues to align all elements of its business to secure its position as a leading aviation asset manager.

**Jeremy Edwards – CMO, Acumen said:** “This is an exciting time for Acumen as it embraces a new and ambitious growth phase and, in particular, continues to expand its asset management capabilities. The culmination of its unique blend of commercial, financial and technical knowledge, specifically regarding asset management services, places it in a strong market position ahead of its peers. Acumen’s new branding serves as a key indicator to the market that it has evolved and that it is in a state of readiness to deploy its wealth of knowledge, clearly and concisely, benefiting both its current client base and the wider aviation community.

**Alok Anand – CEO, Acumen said:** “Acumen has evolved from a four-person tech services company in 2009 to a full-service asset manager with a team strength of 75 worldwide. The new branding signifies an inflection point of the growth phase ahead.”

### About Acumen Aviation

Acumen is a full-service aircraft asset manager with a global platform. Established in 2009 its headquarters is based in Ireland with offices in India, China and the USA. Acumen’s management team has over 300 years of cumulative experience with a permanent staff of over 70 people. Acumen offers a full range of services throughout the lifecycle of the aircraft including aircraft sourcing, pre-purchase inspections (physical and records), project management, lease management and re-marketing, fleet audits, aircraft trading and powerplant management. Its customers include Aircraft Lessors, Airlines, Banks, Private Equity and Investors.

### For more information please contact:

Acumen Press Office: Europe  
Location: Dublin, Ireland  
Phone: +353-1-6499051  
[martin.corcoran@acumenaviation.ie](mailto:martin.corcoran@acumenaviation.ie)

Acumen Press Office: Asia  
Location: Bangalore, India  
Phone: +91-80-42673920  
[pritam.mukherjee@acumenaviation.in](mailto:pritam.mukherjee@acumenaviation.in)