

Interbrand Creates New Global Brand Identity for GE and AVIC Joint Venture

The new brand, AVIAGE SYSTEMS, aims to elevate the growth of the avionics industry of China and beyond

New York (14 January 2013) – Interbrand, the world’s leading brand consultancy, is pleased to announce the development of a new global brand identity for the joint venture between GE Aviation and AVIC: AVIAGE SYSTEMS.

Seeking to establish a leader position in the global aerospace market, GE Aviation and AVIC joined forces in November 2009. Combining their unique expertise in aviation technology, manufacturing, and management – the new company provides fully-integrated, open architecture avionics systems to meet the growing demands of the commercial aviation industry.

In creating a new, cohesive brand for the organization, GE and AVIC turned to Interbrand to develop a name and visual identity that would embody the vision and mission of the organization and remain relevant as the company works to expand globally.

Interbrand’s offices in New York and Shanghai developed the name, ‘AVIAGE SYSTEMS’. “AVIAGE,” combines AVIC and GE, speaks to both the parent companies that power the growth of the joint venture, and also embodies reference to the aviation industry. The Chinese name 昂际, meaning “open to the future of aviation and soaring freely without boundaries,” is representative of the company’s specialties in cutting-edge technology and avionics solutions that will serve in elevating both the Chinese and global avionics industry.

The visual identity resembles the cockpit window of an aircraft, symbolizing the improved flight experience and advanced operational environment brought by AVIAGE SYSTEMS’ open architecture and integrated avionics solutions. It also resembles a flying wing and victory sign, encapsulating the message of strength and optimism about the future.

Commenting on AVIAGE SYSTEMS debut, Nate Manning, General Manager of AVIAGE SYSTEMS, said, “The new brand marks a new chapter for our company and represents a fantastic opportunity for us to do something historic and game-changing. Being aligned under a new company vision, mission, and value set will lead the company towards the same direction and guide the team to thrive for a bright future with concerted efforts in the years to come.”

“Given the competitive landscape and history of both GE and AVIC, AVIAGE SYSTEMS has a unique opportunity to differentiate itself within the aerospace category,” said Mike Knaggs, Interbrand Creative Director. The strategic naming and visual identity signals their commitment to take on global, not just national challenges within China. Additionally, it will be used as a vehicle to share their message of global diversity, customer insight, and quality products to its global audience. “

Headquartered in China, the company's permanent office will open in 2014 with full R&D, testing and integration capabilities. The headquarters will be supported by the company's affiliated work sites in Grand Rapids, Michigan, United States and Cheltenham, United Kingdom. The new corporate brand was first revealed at the 9th China International Aviation & Aerospace Exhibition held in Zhuhai, Guangdong, China on November 13, 2012.

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About Interbrand

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly 40 offices in 27 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding. For more information on Interbrand, visit interbrand.com.

About AVIAGE SYSTEMS

Established in March 2012, AVIAGE SYSTEMS is a 50/50 joint venture between General Electric Company (GE) and Aviation Industry Corporation of China (AVIC). The company innovates and brings to market superior high-value solutions and services in fully integrated, open architecture avionics for the next generation of commercial aircraft programs, such as the COMAC C919, a new narrow-body commercial aircraft being built in China. Headquartered in Shanghai, China, our global team spans China, US, and UK, with more than 400 staff.

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