

INTRODUCTION ON THE A380:

Why does the World need the Airbus A380?

In recent years, Airbus has put itself at the top of the aircraft-building world with the A380, the whale of a plane that is the largest passenger jet in the world. The Airbus A380 is a multinational aircraft, manufactured by the Airbus group (formerly called EADS), based in Blagnac, France but with production and manufacturing facilities taking place in France, Germany, Spain and the United Kingdom. With its record of 434 aircraft deliveries in 2006, the well-known plane, entering into service this year as the most efficient aircraft in its category and the world's largest passenger airliner. But what makes it so special? What is the demand on the Airbus A380?

What makes Airbus the world's number one civil aircraft manufacturer?

On airbus' website, the wide-body's purpose is described by the following lines:

"Airbus' mission is to meet the needs of airlines and operators by producing the most modern and comprehensive aircraft family on the market, complemented by the highest standard of product support."

This marketing statement is as valuable for the group itself as for its effigy plane: the A380. The nine-year-old plane was, indeed, designed in response to market needs and in close consultation with airlines and operators, suppliers and aviation authorities. As a result, the world's largest passenger airliner was created (though many airports have upgraded their facilities to accommodate it from then on) with the additional idea to challenge Boeing's monopoly in the large-aircraft market. Consequently, the A380 provides its passenger a 478 square meters of floor space, which is 40% more than the second-largest airliner, the Boeing 747-8, with 525 seats - or up to 853 people (in an all-economy class configuration). In addition, the wide-body aircraft is a double-decked... The aircraft thus stands out for its exceptional size which is profitable for its buyers.

Therefore, the quality of the "product" : the safety of the aircraft, reliability, quality, design, performance is envied by all thanks to the manufacturing and assembly process Airbus ensures with the different European countries: the highest standard of construction network all over Europe (see part on material network). And so, Airbus fosters values of research and innovation among its culturally-diverse employees.

As a result of this terms of value, around 500 million passengers fly in Airbus aircraft each year. They trust the world's number one civil airlines to get them safely to their destinations.