



ROTORTRADE TO HIGHLIGHT ITS FULLY INTEGRATED HELICOPTER DEALERSHIP MODEL AT EUROPEAN ROTORS 2026 IN LYON

News / Business aviation, Events / Festivals



Rotortrade, the global helicopter dealership, has confirmed its participation in EUROPEAN ROTORS 2026, which will take place at EUREXPO Lyon, France. Marking its first edition in France, EUROPEAN ROTORS will bring one of the industry's leading gatherings for the vertical aviation community to Rotortrade's home market. The event's location is also strategically significant for the company, situated within close reach of Rotortrade MRO Tallard, its European Maintenance Center in the French Alps, strengthening the connection between Rotortrade's operational capabilities and the European rotorcraft market.

Rotortrade's full European team, alongside senior management representatives, will be present at Booth #258 to engage with operators, aircraft owners, OEMs, financial institutions, industry partners and key stakeholders from across the helicopter sector.

The event will serve as a platform for Rotortrade to demonstrate the evolution of its integrated helicopter dealership model, which combines three complementary areas of expertise: aircraft sales, maintenance services and financing solutions. By bringing these capabilities together under one organization, Rotortrade delivers a seamless customer experience throughout the entire aircraft lifecycle, supporting clients from acquisition and financing to technical preparation, maintenance, upgrades and long-term fleet management.

Philippe Lubrano, Founder & CEO of Rotortrade commented: “Having EUROPEAN ROTORS in France this year makes the event especially important for us. With our European team, senior management and MRO capabilities all closely connected to the event, Lyon gives us an opportunity to show customers what the Rotortrade dealership concept has become. Today, we can discuss an aircraft transaction together with its maintenance requirements and financing structure within the same organization. That integrated approach is at the heart of the helicopter ecosystem we are building.”

A key focus of Rotortrade’s presence at EUROPEAN ROTORS 2026 will be Rotortrade MRO Tallard, the company’s European Maintenance Center located in the French Alps. The facility offers a comprehensive range of maintenance and retrofit services, alongside aircraft painting, customization and technical project management capabilities.

Over the past few years, Rotortrade MRO Tallard has become an increasingly strategic asset within the company’s European footprint, supporting Rotortrade’s vision of integrating technical expertise directly into its global helicopter dealership platform. By combining aircraft sales, maintenance services and customer support under one roof, Rotortrade continues to strengthen its ability to deliver end-to-end solutions throughout the helicopter lifecycle.

Rotortrade also expects to make several announcements during EUROPEAN ROTORS 2026, highlighting the continued expansion of its activities, service offerings and operational capabilities as the company further develops its integrated dealership model.

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