



**FOR IMMEDIATE RELEASE**

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## **PRESS RELEASE**

### **Dallas Aviation Show Utilizes Biofuel to Reduce Carbon Footprint**

*VAI demonstrates benefits of greener operations.*

Dallas, Texas, USA (March 7, 2025) – [Vertical Aviation International](#) (VAI) is proud to announce that sustainable aviation fuel (SAF) will be used in many helicopters flying into the Kay Bailey Hutchison Convention Center Dallas for [VERTICON](#), the premier annual conference and trade show for the vertical aviation industry.

This initiative underscores VAI's commitment to sustainability in aviation and reducing the industry's environmental impact.

SAF is a renewable alternative to traditional jet fuel, capable of reducing life-cycle greenhouse gas emissions by up to 80% while maintaining the same performance and safety standards. By utilizing SAF at VERTICON, VAI aims to support operators' adoption of cleaner energy solutions, promote industry-wide sustainability efforts, and demonstrate the viability of SAF in rotorcraft applications.

"The future of vertical aviation depends on our ability to innovate and adopt sustainable solutions," says James Viola, president and CEO of VAI. "By using SAF at VERTICON, we are taking a meaningful step toward reducing aviation's carbon footprint and fostering a cleaner, more sustainable future for helicopter operations."

VERTICON, formerly known as HAI HELI-EXPO, is the world's largest vertical aviation trade show, attracting over 15,000 attendees from more than 85 countries and generating more than \$2 billion in business for 600-plus exhibitors.

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Vertical Aviation International (VAI), formerly Helicopter Association International (HAI), is the world's leading membership association dedicated to the vertical aviation industry, which encompasses all aircraft capable of vertical or short takeoff and landing.

Throughout its 76 years of fueling industry growth through connection, advocacy, safety, education, and support for its members' success, VAI has leveraged the power of vertical flight to strengthen communities worldwide. The association welcomes all facets of the vertical aviation industry, including manufacturers, operators, suppliers and vendors, pilots and maintenance technicians, and other aviation professionals. For more information about VAI, please visit: <https://verticalavi.org/>

#### **Vertical Aviation International**

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