

## FEATURED ARTICLE

# Cessna Aircraft

*Cessna's business aircraft boost company and individual productivity, access, flexibility and security in today's highly competitive global environment.*

BY MARK PAZDUR, PUBLISHER



WICHITA, KANSAS: “Today, we demand business leaders and managers to work at their absolute peak to lift their companies out of our slumping economy,” said Cessna Aircraft Company Chairman, President and Chief Executive Officer Jack J. Pelton. “Business aviation helps companies survive America’s financial crisis and accelerates a path toward an economic upturn.”

Golf legend Arnold Palmer, for example, pilots his own Cessna Citation X. His jet model was announced in 1990 and Palmer took delivery of the first Citation X when it rolled off the production line in August 1996.



“CESSNA’S CITATION X IS ONE OF THE MOST PROFICIENT AIRCRAFT I’VE EVER OWNED AND FLOWN.” — ARNOLD PALMER

“I’ve flown quite a few of Cessna’s planes,” said Palmer. “The Citation X is one of the most remarkable aircraft I have ever had the privilege of owning and operating. It affords me the opportunity to travel around the world and do a great deal of business that I otherwise might not be able to accomplish. It’s the fastest and most convenient mode of transportation I have ever seen, and I continue to use it for all of my business travels.”

### A GOODE FIT

Like many busy executives, Dave Goode works from the time he gets up until he goes to sleep at night trying to get everything done for the company he founded and

developed into a major player in the ski-equipment industry. “I personally do a lot of work for the company. GOODE Ski Technologies doesn’t have lots of layers of management, so I wear a lot of hats,” said Goode, a U.S. Ski Team alumnus who serves as president of the Ogden, Utah-based company.

Goode has discovered the business tool that gives him the flexibility to wear all of those hats and thrive in today’s highly competitive global environment: Business aviation. He’s not alone in recognizing aircraft as a business asset every bit as important as the latest manufacturing technology or computer networking system. According to the National Business Aviation Association (NBAA), more than 12,000 companies of all types and sizes in the United States rely on business aviation.

The NBAA also reports that studies have found companies that use business aviation as a solution to some of their transportation challenges return more value to shareholders than those in the same industry that do not use business aviation.

## WORTH WAITING FOR

Goode first soloed in a Cessna 172; then he moved up to a Cessna 182 and eventually a vintage Cessna 310 twin-engine piston aircraft. He accumulated more than 4,500 hours during 17 years of flying his Cessna 310 before moving into a new Citation Mustang entry-level business jet in 2007.



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producing the Mustang on time, on budget and on the numbers in naming the Mustang 2007’s Product of the Year. Goode echoes that praise.

“My Mustang has beaten every one of Cessna’s performance promises in all the categories,” Goode said. “At 41,000 feet, I’m well over 350 knots true airspeed nearly all the time. When I flew the 1,273 nautical miles from Ogden to Pontiac [Michigan], not including the diversions which easily took it up to 1,300 miles, I landed with 500 pounds of fuel, which is 45 minutes of reserve.”

Goode touts the jet’s cost of operation, too. “My trusty Cessna 310, which was famous in its day for economical operating costs, burned 30 gallons per hour. At 144 knots long range-cruise speed, that’s 4.8 nautical miles per gallon,” Goode said.

“Well, we’re a small business and we’re watching the dollars, so fuel flow is very important to us. I’ve done the comparison. When I take the Mustang up to flight level 40 or 41, I’m typically burning 230 pounds per side, which is 68.5 gallons per hour. At 350 knots true airspeed, it comes out to 5.1 nautical miles per gallon. So I’m going more than twice as fast as the 310, at much higher altitudes. I go straight over just about any weather systems in the way, I get direct routing every time, and I’m covering 6 percent more distance with every gallon of fuel. Now that’s fuel efficiency.”

Goode had pined for a jet this size since 1998, but he only wanted a Cessna. In September 2002 the company announced plans for the Mustang, and Goode was the first customer in the order book. He and his wife and partner, Dawn, took delivery of the first retail Citation Mustang exactly 1,687 days, five hours, 58 minutes and three seconds later—according to his rough calculations.

“I look at this beautiful Mustang now, and I honestly don’t know how those people at Cessna, even as great and talented as they are, were able to create such an incredible aircraft in such a short time,” Goode said. “I expected the Mustang to be much better and every bit as dependable as my 310. It’s everything I’d dreamed it would be and more.”

In addition to lauding the Citation Mustang’s outstanding value and impact on the market, Aviation Consumer emphasized Cessna’s achievement of



Product development, sales calls and administrative duties take a toll on Goode's time. The Citation Mustang's efficiency allows him to test products all around the United States, visit customers more frequently and have more time for everything else that goes with running a small company.

"I'm intimately involved in product innovation and testing, and I've got to get myself around to do that," he said. "Also, customers like to be looked after, and nobody looks after them like 'the boss.' We have an excellent sales staff, but when I'm able to show up in front of a customer, we make a better impression, and more often than not, the customer says yes to our proposal."



### THE BUSINESS AVIATION ADVANTAGE

Goode says the Mustang's speed and over-the-weather capabilities are big advantages in helping put the personal touch on everything GOODE Ski Technologies does. That's more important than ever during the challenging times like we face today.



CESSNA AIRCRAFT  
COMPANY CHAIRMAN,  
PRESIDENT & CEO  
JACK J. PELTON

"Anyone who has ever seen managers board a business aircraft at dawn and return well after dark, having visited multiple cities and attended countless meetings in one day, can attest to the fact that business aviation allows companies to get the most out of every minute of every day—exactly what is needed to work our way toward economic recovery," expressed Pelton.

Business aviation gives numerous advantages, among those most often cited:

**ACCESS.** Business aviation serves 10 times the number of communities served by commercial airlines. Using the 5,000 public-use airports allows companies to locate facilities in small towns, to visit suppliers scattered across the nation and to establish new customers in otherwise inaccessible markets.

**FLEXIBILITY IN SCHEDULING.** Delays and overcrowding on commercial flights will only get worse as many airlines continue to reduce routes and capacity. Business aviation allows companies to reach multiple destinations in a single day and gives employees the flexibility to respond to changing demands and circumstances—whether it's a customer in need of immediate help or an emergency that has halted production.

**SECURITY.** Business aviation ensures personal security and corporate information security. Employees have a secure environment to discuss confidential information, plan and work en route.

**PRODUCTIVITY.** Business aircraft are offices in the sky. They are equipped with technology allowing passengers to use phones and computers with Internet access throughout the duration of their flight, unlike on the airlines.

### THE CESSNA SOLUTION

There's a reason Goode was willing to wait for Cessna to develop an entry-level business jet: Cessna Aircraft Company shares the same values that guide Goode's life and business.



"Cessna has a saying: 'Promises made—promises kept,'" Goode said. "If it were just words, it wouldn't mean anything. But Cessna puts real action behind that promise, so it's impressive."

Cessna has been designing, building and supporting business aircraft solutions for customers around the globe over 80 years. As the world's largest manufacturer of general aviation airplanes, Cessna can claim more than one-third of the general aviation (civilian, non-airline) aircraft flying today. Since the company was originally established in 1927, some 192,000 Cessna airplanes have been delivered.



Headquartered in Wichita, Kansas, Cessna reached \$5.6 billion in revenue in 2008 and delivered 1,301 aircraft—including 467 business jets.

“This is the optimal time to have the broadest range in the industry. With our products, you can learn to fly in a Cessna SkyCatcher or fly transcontinental in the Citation Columbus, and any mission in-between,” said company chief Pelton.

Cessna's product line includes eight single-engine piston models in production and one in development; four Caravan turboprop models; and eight Citation business jets in production with two in the development process. Whether it's upgrading a model with the latest avionics or designing a new, clean-sheet model, keeping Cessna products tuned to market demand is a continuous effort. In December 2008, Cessna became the first business aircraft manufacturer to achieve a European fleet size of 1,000 jets. More than 5,700 Cessna Citations have been delivered and are operated in more than 96 countries, making it the largest fleet of business jets in the world.

“Every Citation ever built has emerged from the real world of business jet operation,” said Roger Whyte, Cessna's senior vice president of Sales & Marketing. “Today, the largest selection of Citations in history forms a seamless offering, each a natural transition from your last one.”

The Citation line ranges from the six-seat Mustang to the large-cabin Columbus—a \$780 million development program launched in 2008 with great customer response. In between you'll find the single-pilot-certified CJ family, the Encore+, XLS+, Sovereign and the Citation X.

“Not only do we offer a broad and comprehensive line with a favorable value proposition, but we also offer a world-class service network to support our aircraft and our customers,” Whyte said.

Citation customers are provided with around-the-clock, seven-days-a-week support through a network of company owned or operated Citation Service Centers, strategically located at eight U.S. airports, as well as Paris, France. In addition, there are Cessna authorized service facilities around the world and the Mobile Service Unit program—a fleet of specially designed trucks that can perform nearly all small and medium scheduled and unscheduled Citation jet maintenance.

Operated by the Cessna Citation Service Centers, the Mobile Service Units are designed to save owners and operators time and money on their aircraft maintenance when flying to one of the local service centers may not be practical.



Said Whyte: “Cessna truly believes that taking care of customers is taking care of business.”

*For more information, you may phone (800) 4-CESSNA, or please visit [cessna.com](http://cessna.com).*