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PRIVATE SKIES

More than ever, business aviation offers frequent travelers the right combination of convenience and economics

Be it for business or pleasure, if you wish to travel from Point A to Point B, you want to do so conveniently, dependably and securely. Professionals across all industries require these things of aviation, and their choices of where to find them are clear: commercial airlines or private aviation—or a combination of both, since many private flights connect their passengers with commercial flights.

For pure convenience, private business aviation has 10 times as many departure and arrival options as the airlines. According to the National Business Aviation Association (NBAA), business aviation serves more than 5,000 U.S. airports, versus the roughly 500 served by commercial airlines (although most commercial flights originate from a core of about 70 U.S. airports). Both commercial and private aviation have been hard-hit by the economic crisis and rising fuel costs. Commercial airlines countered predictably to increase revenue, running at maximum seating capacity, concocting new fees for baggage, meals, blankets and nearly anything else they could dream up.

When you add these rising costs to other realities of commercial air travel—lost hours due to the connection delays built in to hub-and-spoke routing; the snail-like pace of restrictive security procedures—the total “block time” consumed by even the shortest airline trip is significant. And privacy? Good luck finding any personal space in the often crowded and frenetic confines of an airliner.

Astute travelers, however, are aware that private jet travel is convenient, comfortable and secure, and know that time in the air isn't time lost. The increasing availability of in-flight voice and Internet connectivity, virtually useless to business travelers in a crowded airline cabin, allows for maximum productivity in a private jet. But business aviation is much more than private jets.

Literally thousands of small-business owners own or rent their own single-engine aircraft in pursuit of business. Others operate or charter multi-engine piston or turboprop aircraft, making it possible to realize the benefits of business aviation for virtually any regional, national or international business mission with excellent economics.

ITS PASSENGERS CAN SIT DOWN AND STAND UP. ITS COMPETITORS CAN SIT DOWN AND SHUT UP.

This is no time for false modesty. Our competition can't stand the stand-up cabin of the Citation XLS+. Understandably, it puts them on the defensive. The XLS+ cabin is the largest and most comfortable of any light jet, with true stand-up height throughout the cabin. But more impressively, it gives a team of nine passengers the room to think and do business. Oh, and then there's the performance. That makes the competition upset, too. The XLS+ takes off from shorter runways while carrying more fuel – and it flies farther, with a full-fuel range of nearly 1,900 nautical miles. It's another jet that does everything, from the aircraft company that makes those kinds of jets.

LEARN MORE ABOUT THE JET THAT DELIVERS, TIME AFTER TIME.
1-877-637-2691 | WEEK.CESSNA.COM



The Citation XLS+



BIGGER ISN'T ALWAYS BETTER

Piper Aircraft, a brand known for small planes, is seeing rising sales of its family of M-Class single-engine aircraft: the high-performance six-seat Matrix, the pressurized Mirage and the turboprop Meridian. Each has its own niche and price point, and offers a seamless step up to the next level.

Both the NBAA and the Aircraft Owners and Pilots Association (AOPA) recognize the users of single-engine "Light Business Aircraft" (LBA) and jointly hold special programs for LBA operators.

Business travelers today have an unprecedented array of options for access to air travel beyond commercial airlines: charters of various prop and jet aircraft; full or fractional aircraft ownership; and jet cards, which provide varying degrees of on-demand access to business jet fleets.

Cessna Aircraft Co., a Textron company, has restructured its sales and operating structure to achieve the creation of complete travel solutions. The Wichita-based manufacturer is strengthening its after-market services, including its worldwide customer support infrastructure in newer

For example, when longer range, higher speed or greater seating capacity is needed, an owner of a high-performance single-engine Cessna Corvalis for regional business travel can gain access to the CitationAir fleet of Citation jets through the Jet Card product, all under one roof.

For companies that can justify aircraft ownership but are reluctant to undertake the specialized management it involves, many organizations provide management services that eliminate that hassle factor. Such companies hire and train crews, maintain the airplane and often make all travel arrangements for passengers. To mitigate ownership costs, owners can have the management company make their aircraft available for charter under the management company's FAA-issued charter certificate.

Charter services are available through reputable charter brokers. One-off charters are pricier per flight-hour, and costs can add up, so fractional and whole-aircraft ownership options are well worth exploring, as are jet card access programs.

Based on travel requirements, a company or individual can purchase a fractional

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NEW PROGRAMS

Citation operators also have access to a new offering called ServiceDirect, says Cessna's Paolucci, designed to make technical support more convenient. This includes on-site maintenance and long-term logistics support, including quick-response airframe/powerplant technician availability, and contract support. Mobile service units are positioned in 11 states, Canada and Europe to provide a range of scheduled and unscheduled maintenance.

Cessna also offers management services to Citation owners through its wholly owned subsidiary CitationAir. The aircraft—when not being used by its owner—is available to other CitationAir customers for charter, generating a revenue stream for the jet owner. CitationAir's fleet of 85 newer Cessna Citations consists of the six-passenger Citation CJ3, nine-passenger Citation XLS, longer-range Citation Sovereign and high-speed Citation X. Maintenance is performed at factory-owned service centers, allowing CitationAir to focus on operations and service. Fractional ownership shares, Jet Cards and Jet Access are also available.

According to CitationAir CEO and President William J. Schultz, customers looking for less than 50 flight hours annually can access the CitationAir fleet through two Jet Card options. The program is deliberately simple and flexible. There are no international fees, no handling fees, no repositioning fees and no blackout days. Hourly rates are locked in for 12 months and unused dollars are refundable. For clients who need to fly more than 50 hours per year, the CitationAir Jet Access program provides time on any of their aircraft with a 50-hour minimum annual commitment. Basic terms are an up-front access fee.

Jet Access is ideal for clients who don't want to tie up capital, as it has an access guarantee but no downside asset-value risk, and "economics that match a fractional program," says Schultz. "And they won't be whipsawed by the used aircraft market." —*Jim Swickard*



A PERFECT TEN: New engines give the Citation Ten more thrust.

markets such as Eastern Europe and Asia.

Cessna's sales force, headed by Senior Vice President Mark Paolucci, is now empowered to sell any of the company's products and services, ranging from personal flight training at one of its company-authorized Cessna Pilot Centers, to light aircraft, to high performance piston-powered planes and the popular Citation family of business jets. Maintenance performed by Citation Service Centers is also a part of their proposition, as well, along with CitationAir Jet Card, Jet Access, Jet Share, Jet Management and Corporate Solutions products.

share of an aircraft—starting at 1/16th—in a fleet operated by a fractional ownership company. Such customers are guaranteed access to a flight.

Private aircraft travelers are prime beneficiaries of strict—but reasonable, and minimally burdensome—security procedures at business aviation facilities. That status quo seemed imperiled during the past year when the Transportation Security Administration (TSA) proposed draconian new procedures, but private aviation stakeholders resisted with a united voice and the TSA (for now) listened.

FOLLOW ^{NEW} THE LEADER.

You'll be in good company.

Why are our competition's private aviation customers and industry experts choosing CitationAir? Because they recognize that it's not about being the biggest option, but being the "boutique" option. That it's not about being the first to offer fractional products, but the first to transform the fractional industry with innovative new products. That it's not about having the most customers, but the most focus on customers.

Join the new leader and discover why CitationAir® is *Where You Belong*®.

1-877-MY-CITATION (1.877.692.4828) or www.citationair.com/TheNewLeader



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by Cessna