



INVESTING IN SUCCESS

TEXTRON AVIATION HAS DELIVERED MORE THAN 250,000 BUSINESS AND GENERAL AVIATION AIRCRAFT.

But rather than coasting on its accomplishments, the company sees success as a springboard for investment. Every aircraft sold expands the Textron Aviation family, bringing in more customer feedback and revealing new pathways to innovation.

With three new business aircraft models scheduled for production in the coming years, Textron Aviation knows how important it is to meet and exceed its customers' needs. "Each customer has their own definition of success, so we focus on providing the best solution, so they can achieve that success," says Rob Scholl, Senior Vice President of Sales and Marketing.

Customer desires touch every point of the process, from clean-sheet designs that serve new segments to aftermarket service. In response to these needs, Textron Aviation distributes its investments throughout the entire product life cycle.

The new Cessna Citation Longitude is a prime example of how the company invests in innovation on many levels. This super-midsize business jet has the quietest and most comfortable cabin and lowest cabin altitude (5,950 ft.) in its class. In addition, its enhanced state-of-the-art cabin management system allows passengers to simply use their smartphones to control cabin lighting, comfort options and the entertainment system.

"There's not just one new innovation" that went into the new aircraft, Scholl explains. "We have made a lot of investments from the very beginning, during the design phase, to the manufacturing process, to the service and support of the aircraft, all resulting in enhancements that deliver benefits and new features to customers." For example, reducing the cabin's noise level required structural improvements, new types of insulation and revised ductwork.

The Cessna Denali, a single-engine turboprop set to achieve first flight in 2018, has also been designed to outperform its competition in capability and ownership costs.

A commitment to investing in customer-driven innovation keeps Textron Aviation at the top of the industry

With a class-leading 53" wide by 59" high cargo door, the Denali can easily convert from passenger to cargo configurations. Scholl credits the interior features and versatility to customer feedback gained while showcasing a prototype of the cabin.

"We're talking to our own customers and competitive customers to bring real-time feedback into that space," Scholl says. "The Longitude, Denali and Cessna Citation Hemisphere are great cases where we've built mock-ups early to gather feedback and made changes accordingly."

When designing the Hemisphere—the first clean-sheet design in the large-cabin business jet segment in 20 years—Textron Aviation also utilized a customer advisory board. However, not all of Textron Aviation's innovations are obvious to the customer—at least not right away. Investments in manufacturing technologies have resulted in reduced aircraft turn time, reduced costs and reduced variability that will benefit the customer in the long term.

"We are creating a manufacturing process that results in better quality and reliability over the life span of an aircraft," Scholl says. The Longitude, for example, has the longest maintenance intervals in its class: 800 hours or 18 months.

Because aircraft downtime is inevitable, Textron Aviation offers the most capable and comprehensive service network in the industry. This means a global team of support experts standing by ready to assist at a moment's notice; critical maintenance that travels directly to the aircraft; the 1Call service hotline, which dispatches parts and technicians; and the cutting-edge 1View platform, which provides easy access to maintenance manuals and technical documents.

"With all of our investments, the end goal is to provide a better solution for our customers, so that they can be successful," Scholl says. "New aircraft are obviously an important piece of what we are doing with investment, but it's more holistic than that. We are really invested in providing a better overall customer experience." ●

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