



Citation Latitude to debut at NBAA2014

Since its introduction at 2011's NBAA event, excitement has grown for the latest Citation® jet, the Latitude. At this month's NBAA2014, that talk will only grow louder.

"The star of the show will be the Citation Latitude®, debuting at NBAA for its first public appearance," said Kriya Shortt, Textron Aviation's* senior vice president of Sales and Marketing. "Its unique flat-floor, stand-up cabin is a first for the Citation line, and we can't wait to show off the fully-configured aircraft to customers."

It's showing off more than a great design. The flight test program has yielded notable improvements. Long-range performance climbed past the Latitude's closest competitor to 2,700 NM and take-off field length was reduced to 3,668 ft. Max cruise also improved to 446 knots, and direct climb to FL430 continues to clock at 24 minutes.

The Latitude took its first flight in February. Then in June Cessna received Type Inspection Authorization (TIA) from the FAA, and full assembly line flow began. Bottom line, according to Shortt: the Latitude is on schedule.

"The journey from design to debut is being documented at latitudejet.com, so customers can see the behind-the-scenes action happening now as the Latitude gets ready for NBAA."

The Citation Latitude is just the beginning

While the Latitude is certainly one of the best draws at NBAA2014, it's only one of many reasons to make the trip. Whether it's in the booth at the convention center or the static displays at the Orlando Executive Airport, the power of the combined Beechcraft, Cessna and Hawker brands will be evident.

Expansive product display

Proof of Textron Aviation's depth and breadth of products will be apparent at the the static display.

"Textron Aviation will bring four Citations that received certification since last year's NBAA in Las Vegas—the X™+, Sovereign®+, CJ3®+ and M2®," said Shortt. "To achieve this level of certification success is truly unique in the industry. These products embody our commitment to listening to the needs of our customers; then designing, manufacturing and delivering aircraft that reflect their mission, performance, comfort and reliability needs."

The Citation Mustang®, CJ4® and XLS+®; Caravan Grand EX™ and King Air® models, C90GTx, 250, and 350i will also be on display.

Product support

Like the product line, Textron Aviation's combined support network of 21 company-owned service centers (those that were formerly Citation Service Centers and Hawker Beechcraft Services), 44 Mobile Service Units (MSU) and 400 authorized service facilities provide unparalleled service and support to owners and operators. NBAA2014 is the ideal time for owners to learn firsthand how the integrated support network can better support their flight operations.

“I have been so impressed with how the teams from Beechcraft and Cessna have come together to redefine general aviation leadership through this integration. From the expertise of our team designing and manufacturing the aircraft to the personal attention offered by our global sales force, it is my hope that every single customer we have the privilege of interacting with feels, not only that they are an integral part of the Textron Aviation family, but that they have a powerhouse of a partner backing them every time they fly.”

— Kriya Shortt, senior vice president of Sales and Marketing, Textron Aviation

Other aviation solutions on display

Aircraft products from two of Textron Aviation’s sister companies will also be on display. TRU Simulation + Training, the company that brought together some of the best names in training—Mechtronix™, OPINICUS™ and ProFlight™ training services—provides a unique opportunity to open the next generation of high-fidelity flight simulation systems for demonstration at NBAA2014. The technology provides an alternative to those available to pilots today. Representatives from TUG, the ground support company, will also be at the static display. Visitors are invited to stop by and check out the pushback on display.

Service and a show

Textron Aviation wants to do more than talk about service at NBAA2014. The professionals at the **Orlando Service Center** and with the **MSUs** will be available to perform aircraft maintenance while attendees are parked for a few days at the show. The teams are generally busy at events such as these, so they encourage owners to contact their service representatives or the **Orlando Service Center** to schedule appointments beforehand.

The team at Textron Aviation knows the NBAA conference is an important event at a key time for owners and operators. There’s no better opportunity to reconnect with product and service partners, see the industry’s next trends and technologies, learn the latest aviation news and get the detailed information owners need to make important plans for successful 2015 operations.



Cessna Citation mobile service unit performing work on the engine of a Cessna Citation Jet

We’ve thoroughly enjoyed globally unveiling the combined brands of Beechcraft, Cessna and Hawker as part of Textron Aviation throughout the year, and we’ve tailored our displays to feature what is important to customers in each market we’ve visited,” said Shortt. “With North America being the largest base for general aviation aircraft and our corporate home, we are bringing an impressive lineup of aircraft to the show that is unmatched in the industry.”

Registration is still open for NBAA2014.

*Textron Aviation is the parent company of Cessna Aircraft Company and Beechcraft Corporation.

Unmatched experience in aircraft design and manufacturing has established Cessna Aircraft Company as the world’s general aviation authority. Since its inception in 1927, Cessna has designed, produced and delivered nearly 200,000 airplanes around the globe. This includes more than 6,600 Citation business jets, making it the largest fleet of business jets in the world. Today, Cessna has two principal lines of business: aircraft sales and aftermarket services. Aircraft sales include Citation business jets, Caravan® single-engine utility turboprops and single-engine utility and high performance piston aircraft. Aftermarket services include parts, maintenance, inspection and repair services. In 2013, Cessna delivered 467 aircraft, including 139 Citation business jets, and reported revenues of \$2.784 billion. More information about Cessna Aircraft Company is available at cessna.com. ©2014 Cessna Aircraft Company. All rights reserved. Cessna’s logo, Citation, Citation Latitude, Sovereign, CJ3, M2, Mustang, CJ4, XLS+ and Caravan are registered trademarks of Textron Innovations Inc., and X and Caravan Grand EX are trademarks of Textron Innovations Inc., and King Air is a registered trademark of Beechcraft Corporation, used by permission. Mechtronix is the trademark of Mechtronix, Inc; OPINICUS is the trademark of Opinicus Corporation; and ProFlight is the trademark of ProFlight LLC. None of these trademarks are trademarks of Textron Innovation Inc. or Beechcraft Corporation.