

Cessna

CITATION LATITUDE 'Game-changing' business jet



Citation Latitude:

MAXIMUM CRUISE SPEED:
442 knots true airspeed

MAXIMUM RANGE:
2,000 nautical miles

TAKEOFF DISTANCE:
3,900 feet

FULL FUEL PAYLOAD:
1,000 pounds

(Projected preliminary specifications.)

We did it again — another new product announcement — the Citation Latitude. This is our second new product in just over two weeks, and most in the marketplace were surprised to hear Cessna introduce a new mid-size aircraft.

Announced and debuted at the 64th NBAA Annual Meeting and Convention on Monday in Las Vegas, “The Citation Latitude is a game-changer for the mid-size segment, offering the payload, speed and range the market requires with an unmatched cabin experience at this price point,” said **Brad Thress**, senior vice president, Business Jets.

Positioned between the XLS+ and Sovereign in our product lineup, the Latitude has space for a crew of two and up to eight passengers. It features the Garmin G5000 avionics and Pratt & Whitney Canada PW306D FADEC controlled turbofan engines. This clean-sheet fuselage design is 84 inches long which allows for a 6-foot high, flat floor cabin — the widest main passenger cabin in Cessna’s history.

Another Cessna innovation is the highlight of the Latitude’s cabin — Cessna’s proprietary cabin technology solution, Clarity™. Clarity is a fiber optic system with touch-screen controllers and is loaded with connectivity options.

“The requirements for business travel have evolved to more than comfort and convenience, the use of innovative technology is key to providing a more efficient and productive aircraft cabin,” said **Cindy Halsey**, vice president, Interior Design, Engineering and Development. “Through our new Clarity cabin

technology system, we have an intuitive user interface to offer customers a ‘smart’ airplane for the ultimate connectivity experience.”

“Our team used extensive market research to configure the Citation Latitude and the results are seen from nose to tail and from wingtip to wingtip on the Latitude’s swept wing,” Brad said. “Nowhere is the Latitude’s uniqueness more visible than inside the cabin.”

As the curtain was raised and the Latitude was revealed, the large crowd gathered at Cessna’s booth cheered and rushed to get a first look at the mock-up. Customers, aviation enthusiasts and media took their first look and were quite pleased with comments such as: “amazing, nice design, beautiful, impressive, awesome, picture perfect, congrats to Cessna!”

A cabin mock-up of the Latitude, designed, created and built by Cessnans in a record eight weeks, is on display through today at Cessna’s NBAA exhibit.

Check out page 2 for all the Citation Latitude specs, detailed information about Clarity™, photos and more.

Also go to ERIC, Cessna.com, facebook.com/CessnaAircraftCompany and follow Cessna on Twitter @fly_cessna to see photos, videos, read reviews of the Latitude and more.

2011 CALENDAR

OCT 10-12

NBAA annual meeting and convention in Las Vegas, Nev.

OCT 19

Textron financial earnings report

OCT 19

Cessna organizations’ membership fair in Wichita

OCT 22

Food Drive: Cessna Fly By in Wichita

NOV 7

Cessna retiree luncheon, organized by the retirees in Wichita

NOV 13-17

Dubai Airshow in Dubai, United Arab Emirates

NOV 24-25

Thanksgiving holiday
Offices closed

DEC 26-30

Holiday break
Offices closed

CITATION LATITUDE: MODEL 680A

You [the customer] told us you wanted a bigger, wider business jet. You said, "Make it a full six feet tall. And make it long and especially wide, so we can move around in it. Give us more freedom."

You spoke. We listened.

The Citation Latitude is Cessna's new \$14.9 million in 2011 USD jet that is positioned between the Citation XLS+ and Citation Sovereign in Cessna's product line. First flight of the Latitude prototype will be mid-year 2014, with FAA certification (Part 25) and entry into service expected in 2015.

CLAIRITY

- Clairity™, developed by Cessna in partnership with Heads Up Technologies, is an intelligent cabin technology solution through a fiber optic backbone.
- Touch-screen system controllers or Wi-Fi connectivity to a personal electronic device allow complete control of cabin lighting, window shades, temperature, audio (digital media, MP3/iPhone), video (digital, Blu Ray), and individual interactive moving map.
- Options such as satellite radio, Blu Ray players, external cameras or high-speed Internet browsing can be easily added.

Configurable for 2 crew and up to 8 passengers



CABIN

- The widest main passenger cabin in Cessna's history
- Height: 72 inches or 6 feet
- Width: 77 inches
- Length: 27 feet 6 inches
- From just behind the cockpit through the rear lavatory, a flat floor provides stand-up access throughout the cabin.



AVIONICS

- Cessna Intrinziq™ Flight Deck, powered by the Garmin G5000 system
- 3 LCD primary and multifunction 14-inch displays
- 4 touch-screen control panels

WINGS

- 16-degree mildly swept wing selected for its low aerodynamic drag and favorable approach and landing characteristics

ENGINES

- Pratt & Whitney Canada PW306D FADEC controlled turbofan engines
- Dual channel Full Authority Digital Electronic Controls (FADECs)

EXTERIOR DIMENSIONS

- Overall height: 20 feet 11 inches
- Overall length: 62 feet 3 inches
- Wingspan: 72 feet 4 inches

CESSNA'S NEW FROM NBAA...besides the Citation Latitude

Cessna showcases new Citation mock-ups along with entire line of current production business jets at NBAA

Cessna's booth is packed with three Citation mock-ups, including the Citation Latitude, Citation M2 and Citation Ten; while our static display at Henderson Executive Airport showcases nine Citations, two Grand Caravans, a Turbo Stationair and a Mobile Service Unit.



Cessna Citation Ten program on track, new interior on display

The Citation Ten program is on track for first flight by year-end and deliveries are planned for the second half of 2013. A mock-up of the Ten is at Cessna's booth with a fresh new interior color scheme. The interior in the mock-up features a light, bright color scheme in contrast to the original Ten mock-up's black interior. Customers are able to choose the interior stylings that best fit their needs and personality. The mock-up also features a functioning Garmin G5000 avionics system as well as a preview of Clarity, Cessna's proprietary cabin technology solution.



Cessna to deliver CJ4 to Hahn Air for unique scheduled service

Germany's Hahn Air will this week take delivery of a new Citation CJ4. In a unique move, Hahn Air will operate the jet as a scheduled airline service, conducted as a codeshare, between Düsseldorf and Luxembourg.



Cessna Citation CJ2+ gains world record

The National Aeronautic Association on Monday presented a world speed record to Eric Norber for a flight from Reykjavik to London in July in a Cessna Citation CJ2+. The speed record – 2:48:14 – was over a recognized course for a jet aircraft between 3,000 and 6,000 kilograms.

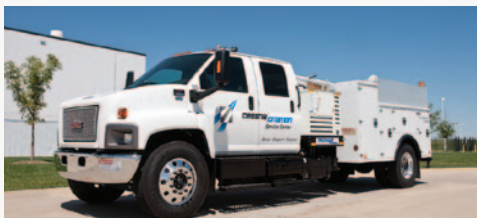
Cessna Citation Mustang fleet closing in on 400

Cessna's popular Citation Mustang is reaching a fleet size of nearly 380 aircraft and more than 175,000 hours. The worldwide fleet of Mustangs is averaging 480 hours, with 45 Mustangs having accumulated more than 1,000 hours each. High time Mustangs are 1,600 hours (typical operation) and 2,200 hours (fleet operation).



Cessna grows Mobile Service Unit fleet to support Citations

Cessna has added four new ground-based Mobile Service Units to serve Citation owners and operators throughout North America in Rhode Island, Oregon, California and Canada.



Cessnans raise funds for a cure



More than 70 Cessnans and their families participated on Sept. 24 in the Komen Wichita Race for the Cure and raised more than \$1,300 for breast cancer research. Overall, there were more than 10,000 registered for the event.

The Mid-Kansas affiliate of Susan G. Komen for the Cure estimates that 1,780 women were diagnosed with breast cancer in Kansas last year. Money raised from the race provides funding to research a breast cancer cure and has provided more than 17,000 free mammograms in the state of Kansas.

"As one of the 1,780 women diagnosed with breast cancer each year in Kansas — waiting and hoping for the cure to be found — it's great to be part of a caring company that supports the Komen Wichita Race for the Cure!"

– **Terri Goforth** (161), admin assistant

Cessna FLY BY! Oct. 22

9 a.m. – Tot-Trot

9:30 a.m. – 5K run and 1 mile walk
Eastside Cessna Activity Center in Wichita

The Cessna Fly By supports the Kansas Foodbank and registration is open to any Cessna employee, spouse, partner, relative or retiree. **NEW THIS YEAR** – Bring a friend and double your fun on the run.

For more information or to download a registration form go the Food Drive Page on ERIC or contact **Jayla Sweely** (527), admin Marketing Communications, at (316) 517-1617 or jsweely@cessna.textron.com.

CESSNA'S NEW FROM NBAA...besides the Citation Latitude

Citation Service Centers offer Honeywell Primus Elite for Citation X retrofit; Safe Flight AutoPower throttle system nears certification

Valencia, Spain Citation Service Center on track to open in late 2012

Construction of the Valencia, Spain, location is scheduled to be completed next summer. Seventeen new employees who will work in maintenance at the facility have received six months of training on all Citation models with FlightSafety International and are in the midst of a year of on-the-job training at Cessna-owned service centers in the United States.



Trader Sam has been removed to protect the privacy of Cessnans' personal telephone numbers.

CitationAir pilots begin using iPads for in-flight operations

CitationAir said that its pilots have begun using the Apple iPad Electronic Flight Bag (EFB) with the Jeppesen's Mobile FliteDeck application. CitationAir received FAA approval to use the device and is currently beta-testing it prior to a full distribution to all pilots. CitationAir is one of the first private aviation companies to use the iPad EFB.



CitationAir launches new product offering for complex multi-leg trips

CitationAir launched its new Road Show program, which provides a competitive alternative to traditional air charter services for complex multi-leg trips, including road shows to raise investor awareness for initial public offerings (IPOs), political campaigns, tours and corporate shuttles.



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COMMENTS | STORY IDEAS

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316.517.0700

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ANNUAL Cessna Retiree Luncheon

Nov. 7-10 a.m. Hometown Buffet

6820 W. Central, Wichita

No reservation needed. Hosted by Cessna retirees.

For more information, contact

Babe Day (316) 264-3262
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Space is limited, so if your ad is not included in this week's Cessnan, it will be included in the following weeks.

The deadline for copy is noon each Wednesday or until the publication is full. Ads will be published on a first-come, first-serve basis and will only run one week. All ads must include name and phone number. Will only run ads that feature merchandise for sale or given for free. We will not accept ads for animals for sale, mobile homes, real estate for sale or for rent, services, weapons, etc. Editor reserves the right to edit and approve copy per the policy. Once ad is submitted, it is considered final. To submit an ad, use the Trader Sam form: go to ERIC, click on Departments, Communication, Trader Sam or fax to (316) 691-4392.