

# Case Study | Cessna

80:20

## Client

- Cessna Aircraft Company ([www.cessna.com](http://www.cessna.com)) is the world's largest manufacturer of business jets and general aviation aircraft, as measured by units produced

## Brief

- Support Cessna's globalisation strategy by enhancing its media profile and capability across Europe and the Middle East
- Provide regional support to Cessna's trade media relations
- Extend Cessna's reach and relationships into non-aviation media: national newspapers, business titles, lifestyle magazines, broadcast
- Provide additional corporate communications support in issues management, speechwriting and event support
- Report to VP of Communications in Wichita and work closely with senior operational management in the EMEA region





## Results

- Enhanced level of interaction with EMEA trade media on various issues and stories; greater responsiveness to media enquiries
- Prominent coverage achieved in mainstream media, including Financial Times, The Times, BBC, GQ, Financial News, International Herald Tribune and Handelsblatt
- High impact European launch for Citation Mustang small business jet; press events held in Farnborough and Salzburg; extensive coverage achieved
- On-the-ground media relations support provided at EBACE (Geneva), Paris, Farnborough, Moscow and Dubai air shows
- Generation of EMEA-led news opportunities; drafting of press releases and materials in collaboration with local management
- International press trips organised for mainstream media to Wichita and Spain
- Speech writing for Cessna chairman Jack Pelton
- Advice on European perspectives on carbon emissions



AEROKURIER

THE TIMES

FINANCIAL TIMES

19th 1988 Thursday September 8 2007 News | 39

**Paul McKenna I Can Make You Rich**

**How to beat the airport blues – fly yourself in a £1.3m private jet**

**Woman is first Briton to own new light plane**

**Sales expected to rise over the next five years**

**Entrepreneur dodges the queues**

**Woman who bought £1.3m jet to beat the airport queue**

**AMAR SINGH**

**A BUSINESSWOMAN** has become the first Briton to own one of a new generation of relatively cheap private jets.

Jane Howell, a 47-year-old entrepreneur who made her fortune by developing real estate, is selling an office interior design business, is planning to avoid the hassle and queues of airports by piloting her own £1.3 million Cessna Citation Mustang.

She plans to fly the six-seater jet over Europe, helping her to divide her time between homes in London, Salzburg and Portofino in the Italian Riviera. She is also looking forward to stopping in the champagne region to stock up on wine.

Ms Howell, who used to fly propeller-driven aircraft, said flexibility meant she could beat the factors that delay commercial flights, such as fog or air traffic control problems.

"The difference is that I can check these things out before I leave home and alter my route or change the time I travel. It does not get stuck in packed airport departure lines, waiting ages for announcements."

"The older I get, the more frustrating I find all the uncertainty and queuing of commercial flights."

A recent aviation consultant, announced today that British operators have ordered 200 very light jets which are deemed relatively easy to fly. The six-seat Mustang, at about £1.3 million, is not the cheapest

but Ms Howell said she chose it because it is simple for a solo pilot to fly.

She admitted having concerns about the environmental impact of flying but added: "The Mustang is one of the quietest and most fuel-efficient jets."

"Everyone has to make their own decision on how they want to live and mine is that I am going to fly my own jet."

The Cessna Citation Mustang – an "entry level business jet" – costs about £120 per flying hour in maintenance and £190 an hour in fuel.

Ms Howell will also need to pay £10,000 in insurance, while airport parking can cost up to £1,000 a month.

"This is a significant day for Cessna," said Trevor Ealing, vice-president of the company. "The Mustang is ideally suited to the European marketplace and one thing of our current order book is from European customers."

EVENING STANDARD

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**Paul McKenna I Can Make You Rich**

**Entrepreneur dodges the queues**

**JANE HOWELL**

**A Mustang** has given its new owner membership of the jet set, says Rohit Jaggi

The first time that British entrepreneur Jane Howell bought an aircraft in the US and flew it home to Europe, the journey took a gruelling three days.

"I put on my clothes in Florida and didn't take them off till we were in Britain three days later," she says. This month, she travels repeated the trip in her brand new Cessna Citation Mustang light jet. "That first time, the sky broke down, it

**Flight** Jane Howell, 47, will fly her £1.3 million Cessna Citation Mustang between homes in London, Salzburg, Portofino, well as stopping in Champagne, which she says is some bubbly

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Special Business Aviation

**Salzburger Nachrichten** **WIRTSCHAFT** Freitag, 7. September 2007 11

**Mustang sucht eine Garage**

**Cessna übergab den neuen Jet Mustang seiner ersten Kundin in Salzburg. Die sucht noch einen Hangar, ein Haus in Admet ist bereits gefunden.**

**Verstellung in Salzburg**

**Erste Mustang in Europa**

Die neue Klasse der Einsteigerjets ist jetzt auch in Europa angekommen. Cessna präsentierte am 6. September die erste Citation Mustang eines europäischen Kunden.

Der Hangar der Flying Bulls, schon dem bekannten Besondere 7 am Flughafen Salzburg bildet eine passende Kulisse für die Vorstellung der ersten Cessna Citation Mustang.

Howell hat das Flugzeug drei Wochen vor der Präsentation in Indonesien, im US-Bundesstaat Kansas, übernommen und danach die Musterberechtigung bei Flugschulen in Wichita, Kansas, erhalten.

Die Präsentation im Hangar der Flying Bulls in Salzburg fand am Freitagabend um 19 Uhr im lightshow.

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SALZBURGER NACHRICHTEN

BBC WORLD TELEVISION

## More Citations spearhead JetAlliance drive east

Business aviation

## EUROPE'S PROMISE

Very light jets are coming to Europe - but are the continent's congested airports and crowded airspace ready for this new category of business aircraft?

KATE SANSFIELD / LONDON & BRUSSELS

## FADEC upgrade designed to avoid operator software reload

### More Sovereigns For Smart Aviation

Business must be good for Smart Aviation, the Cairo-based air charter operator formed earlier this year with a single Cessna Citation Sovereign. The evidence lies with an order the company has placed with Cessna for five more Sovereigns in a deal valued at around \$80 million.

Partly owned by EgyptAir, Smart Aviation is Egypt's first executive charter operator that caters directly to the country's business executives, politicians and wealthy individuals seeking personal travel. The all-Sovereign fleet is a coup for Cessna, a business jet maker better known for its light jets but with strong aspirations for increased sales in the higher echelons of the market.



DELIVERY KATE SANSFIELD LONDON

### EASA-registered Mustang arrives

Cessna has delivered the first European Aviation Safety Agency-certificated Citation Mustang to Danish entrepreneur Jørgen Andersen as sales of the six-seat entry-level jet continue to soar. This latest handover comes two months after the first European customer, Jane Howell, took delivery of a US-registered Mustang. Andersen, who has been a Citation customer for a number of years, will use the aircraft for business and personal transport. Cessna

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## Cessna's Mustang being ridden hard

by Charles Alcock

### CESSNA'S 1st MUSTANG IN EUROPE



Entrepreneur Jane Howell has taken delivery of the first Cessna Citation Mustang delivered in Europe. The event took place during a ceremony held in Farnborough on September 5. "This is a significant day for Cessna," said Trevor Esling, International Sales for Cessna. "The Mustang is ideally suited to the European market place, and one-third of our order book is from European customers. It's a magnificent program when you consider that geographically Europe is now bigger than the US continent is also more populated." Robert Stangarone, Cessna VP Communications, fore than 350 Mustang are today on order with 140 destined for Europe. The UK, Italy and some of the newest members of the EU in the East of the region are the major with Mustangs on order." "This is a fantastic day for Business Aviation in the UK. The will open the sky to more activity for people who will upgrade from piston and turboprops to new Jet Ops 1 activity," said Mark Wilson, CEO of the British Business and General associat ng stop

Business aviation

## LOW RISK THINKING

Business aircraft production is booming, but numbers of clean-sheet designs are at their lowest for years. What exactly are the manufacturers up to?

KATE SANSFIELD / LONDON