



Cessna

A Textron Company

Citation | Encore+



The tangible result of never leaving well-enough alone.

The new Citation Encore+.



Now there's even more to cheer about.

The original Citation Encore got everything right. Speed. Size. Payload. Short-field performance. Range. Comfort. Value. As a result, this superbly balanced, highly versatile business jet was hailed as the undisputed champion in virtually every category in which aircraft are measured. Over the years, it earned a well-deserved reputation as the best all-around light business jet ever built. But, like all legendary performers, the Encore was not content to rest on its laurels.

Enter the Encore+. The next big thing in the long, successful line of Sure Thing[®] Citation sensibility. As its name suggests, the Encore+ has added even more of what operators loved about the original. The new Rockwell Collins Pro Line 21 flight deck offers additional pilot-friendly, situational awareness resources. The new FADEC system boosts operational efficiency, while reducing cockpit workload. A gross weight increase allows you to carry an extra

200 pounds of payload. And, a newly designed cabin serves up a new standard in interior comfort. In fact, never before has a business jet done so much for so many for so little. When you add it all up, you get an aircraft that continues to distance itself even further from the rest of the field. Not to mention an elite business tool that is poised to help move your enterprise forward with more confidence than ever before.



Every stellar performance deserves a second Encore.

Climb direct to 45,000 feet in just 29 minutes. Cruise at nearly 500 mph – a mile above most weather and nearly two miles higher than the leading turboprop. Cover 2,000 statute miles with four passengers, plus crew and full fuel. Then, land smoothly using the aircraft's trailing-link gear system.

The Pratt & Whitney 535B engines of the Encore+ each develop 3,400 pounds of static thrust with remarkable fuel efficiency. And now, these amazing engines are controlled by a 3-detent throttle, which works with FADEC to increase operational efficiencies even further. With a wing designed to produce both low drag at high speeds and excellent handling at low speeds, the Encore+ offers superior short-field capabilities. And, under high, hot conditions,

the aircraft's capability is among the very best in the business-jet world. To a business, this extreme level of performance represents a powerful competitive edge. To the Encore+, it's all in a day's work. Which is exactly what you'd expect from the industry-acknowledged best light jet of all time. What might surprise you is that the per-mile operating cost of this hard-charging workhorse is actually less than that of most popular turboprops. A fact we will guarantee in writing.



The most advanced way to conduct a command performance.



Primary Flight Display – PFD



Enhanced Multi-Function Display – EMFD



Collins FMS-3000 – advanced flight planning, multisensor navigation and flight management

Encore+ Avionics Standard Features



Electronic Charts – approach, departure and arrival procedures, airport diagrams with aircraft position plotted, chart NOTAMs



Broadcast Graphical Weather – ground-based data of weather ahead of flight route

The Pro Line 21 integrated avionics suite.

When creating the Encore+, Cessna sought out every opportunity to add functionality and value throughout. When it came to the cockpit, our engineers focused on finding new ways to reduce pilot workload, increase efficiency and boost situational awareness – culminating in the selection of the Rockwell Collins Pro Line 21 flight deck. With advanced capabilities such as graphical weather and electronic charts, this flight deck brings new levels of sophistication to the Encore+ cockpit. While the addition of FADEC reduces pilot workload during takeoff and climb.

Today, pilots everywhere look forward to flying the Pro Line 21 flight deck. Starting now, this fully integrated system will take Encore+ pilots and their passengers anywhere and everywhere with greater confidence – including far into the future. Consolidating all primary flight, navigation, engine and sensor data in large, easy-to-scan active-matrix LCDs, the Pro Line 21 package is one of the industry's best for information management and intuitive, at-a-glance situational awareness.

Two 8 x 10-inch Primary Flight Displays (PFDs) team with an enhanced central Multi-Function Display (MFD), Collins FMS-3000 Flight Management System (FMS) and dual Radio Tuning Units (RTUs) to streamline and automate input functions previously accessed via individual panel-mounted units. Also included are maintenance diagnostics and a pilot's electronic checklist. Optional capabilities include provisions for future weather and data uplinks, as well as an FMS performance database and other emerging graphical interface technologies.



The be-all, end-all, do-it-all now does even more.

Time and time again, operators have said that the Encore does an incredible number of things extraordinarily well. The updates, enhancements and new features throughout the Encore+ now invite them to raise their already lofty expectations even higher. Yet the evidence for the resounding success of this 560-series Citation is far from purely anecdotal.

Here are some facts which bear this out. Today, these outstandingly versatile aircraft are operating in 44 U.S. states and on every continent on the planet, except Antarctica. The Encore is used as an air ambulance by one of the world's largest aeromedical companies. Its cabin comfortably accommodates patients, equipment and medical personnel, while its jet speed rushes patients or vital organs to destinations more quickly than helicopters or turboprops. And, because it expands the company's

radius to cover a much wider area, more people are served, and more lives saved. This Citation's ability to fly at a wide range of altitudes and speeds also makes it a worldwide favorite for flight inspection and the calibration of navigation aids - further illustrating its precision operation and reliable versatility. All of which means that your Encore+ will deliver all the speed, sure handling and efficiency required to take you and your business exactly where you want to be.

Encore+ Versatility

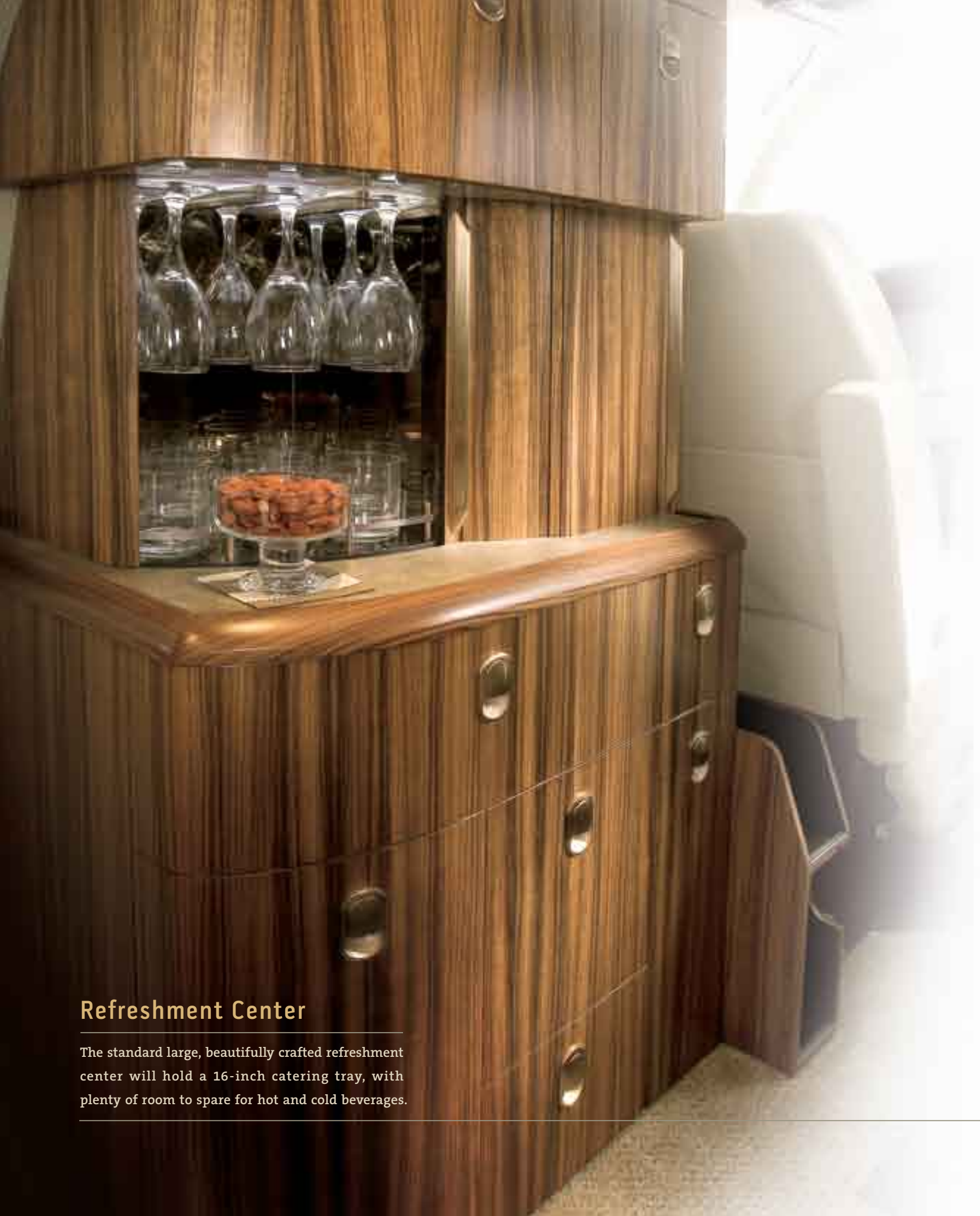


Extreme cabin comfort that goes to greater lengths.

The Citation Encore cabin was already longer than any competitive business jet. With the new Encore+, we've made it even more comfortable. The floor plan brings the next level of sophistication to your flight experience - while updated styling creates a brighter feeling throughout.

This exquisitely designed interior is spacious enough for eight passengers to recline and thoroughly relax. Stretching more than 17 luxurious feet in length, the Encore+ seating area extends farther and wider than either the King Air 350's or B200's. The swiveling seats track inboard, fore and aft, facilitating in-flight conferences. The cabin's

14 windows contribute to the feeling of openness. The Encore+ also gives you far more room for your luggage, or an extra passenger - boosting gross weight by a full 200 pounds over its predecessor. External compartments provide 43 cubic feet of storage space - enough for eight passengers and crew. There's room to store 810 pounds of gear, including large suitcases, golf clubs and several pairs of skis in the compartment's ski tube. And there's space in the aft section of the cabin for another 600 pounds of baggage. In fact, the total luggage weight capacity of the Encore+ is nearly triple that of the King Air 350's only luggage compartment, which consumes space in the passenger cabin.



Refreshment Center

The standard large, beautifully crafted refreshment center will hold a 16-inch catering tray, with plenty of room to spare for hot and cold beverages.



Big-Picture Thinking

An optional, fold-down, 17-inch diagonal video display screen lets you bring the brilliance of information and entertainment along for the ride.



Seating

For superb comfort, passenger seats recline fully, swivel 180 degrees and can be tracked laterally inboard for additional head and shoulder room.



Cabin Connectivity

Standard 110-volt power supply and available fax/data port and additional airborne telephone facilitate use of in-flight entertainment and productivity tools.





Aft Lavatory

Hardwood sliding doors conceal a private vanity area that includes belted seating for an additional passenger. Storage space for supplies, toiletries and personal effects is also available.

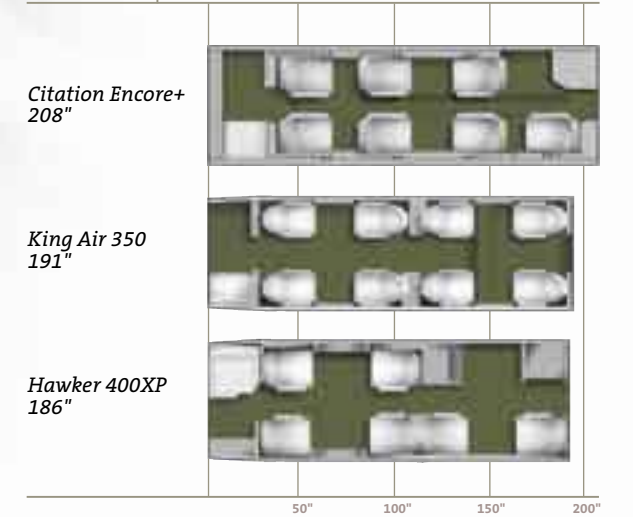


Airstair Entry

Passenger boarding is easy, thanks to the airstair entryway. The door's location allows maximum flexibility for interior configuration.



Cabin Length Comparisons





The new Encore+. Sum total of everything that is Sure Thing®.

The Encore+ achieves an ideal balance of speed, size, payload, short-field performance and range that doesn't just make sense, it makes a statement: An aircraft really can be everything to everybody. It's a statement that goes far beyond the aircraft's performance specs – speaking volumes about the Sure Thing promise that comes along for the ride with the Citation ownership experience.

Because the Encore+ is backed by the award-winning, largest, most far-reaching service organization in business aviation, you're never far from customer support. Your new Encore+ also offers complete peace-of-mind with a comprehensive owner-protection package, one of the best ever in its class*. With full coverage, the Encore+ airframe is backed by a five-year limited warranty. Engines are covered for five years and up to 2,500 hours. Avionics are covered for five years or up to 5,000 operating hours. What's more, you can budget accurately with no surprises when you

sign up for Cessna's ProParts, PowerAdvantage, PowerAdvantage+, AuxAdvantage and ProNav programs. Because your parts costs can now be as easy to predict as your monthly flight hours, you'll be able to control your flight operations budget as efficiently as you manage your business. And with the Cessna Contract Fuel Card, savings of 20 to 30 percent are available to Encore+ operators. Above all, consider this simple fact: The Encore+ is a Citation. Add to that its ability to do so many things so well, and the Encore+ may well be the surest choice you'll ever make.

*Refer to Specification & Description document, and purchase contract for complete details. | Encore+ Sure Thing®



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