

ValuePlus Program

Turns Bleak



Provides Entrepreneur with a Perfect X

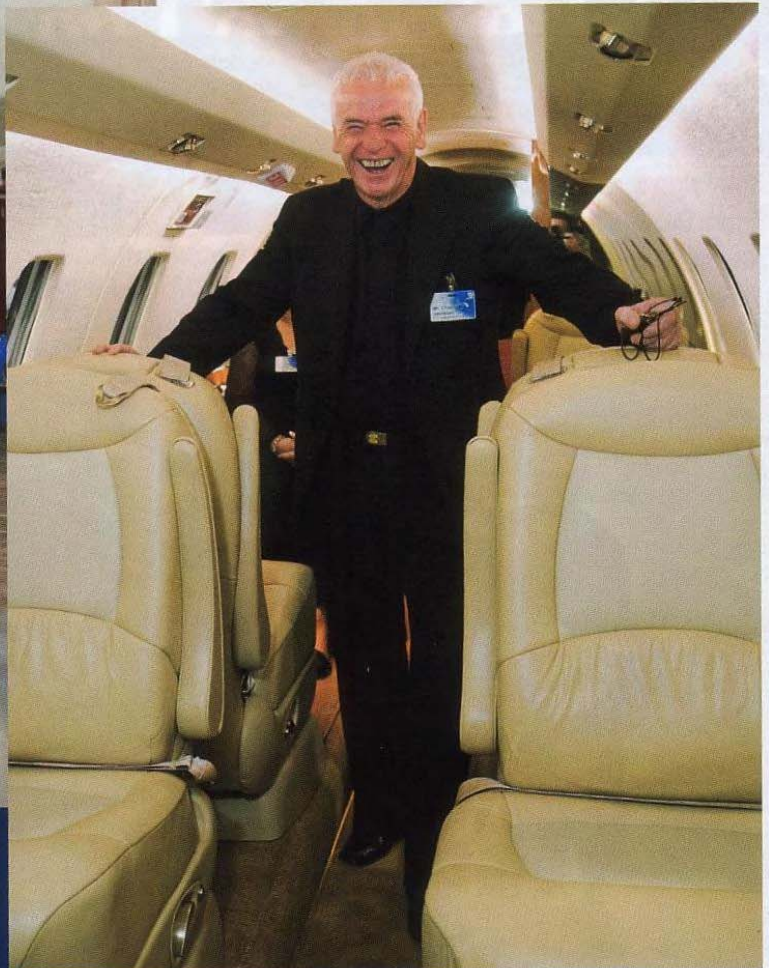


Australian entrepreneur Chas Jacobsen was ready to trade his Citation XLS on a new Citation X. But there was just one problem: The next available Citation X didn't deliver for several years, and he didn't want to wait that long.

Fortunately, Cessna's ValuePlus program offered a very attractive interim solution – a pre-owned Citation X with a sparkling new 2008 factory interior, fresh custom paint, updated avionics and even a factory warranty. For Jacobsen this was perfect – a like-new used airplane, refurbished and backed by Cessna that he could have today while awaiting delivery of a new Citation X.

Moreover, ValuePlus provided Jacobsen with a spectacular used aircraft, unlike anything he could get anywhere else.

Entrepreneur Chas Jacobsen



Hand-Picked and Refurbished

As explained by Jake Vanlandingham, Cessna's district sales manager for Europe, the Middle East, Africa and Asia, the ValuePlus program starts with a carefully selected aircraft – in this case a 1997 model Citation X that had been maintained by Cessna Citation Service Centers since new. Although, after a decade of flying, it looked a little rough around the edges, it was transformed into a showcase aircraft.

With ValuePlus, the airplane is taken to a Citation Service Center, stripped down and put through a complete major inspection to identify and correct any issues. The aircraft is then re-assembled by factory-trained technicians, using factory production parts, drawings and tools to create a finished product that is as close-to-new as possible. The expertise of the Cessna Citation Service Centers is a critical factor in the ValuePlus program.

The customer participates in the process, selecting paint and interior

designs, just like a new airplane. Add in training and a warranty, and the package is more comprehensive than anything else available in the pre-owned segment.

"It's something that we do as a unique offering to the market," said Vanlandingham, who assisted Jacobsen in locating the Citation X in conjunction with Cessna's Australian ASR, Aeromil Pacific. "Everything is examined closely. It has the stamp of the factory on it. No one else can provide anything like this."

For Jacobsen, that included a custom paint job.

"We wanted our new Citation X to be different," he said. "I had reviewed over 1,000 paint jobs on the Internet. They all seemed to be boring and repetitive." Instead, Cessna design artists provided a paint scheme that enhanced the aerodynamic shape of the Citation X and pleased Jacobsen's sense of style.

"Cessna's design team gave excellent service," he said.

Jacobsen Former Racecar Driver

A former racing driver who competed in Formula 2, Formula 3 and Formula Brabham cars in Australia, New Zealand and Asia, Jacobsen chose the Citation X for its speed and extended range capability. He was also attracted to the Citation X's double club-seating configuration, noting that, "for charter it's an excellent sales promotional tool."

Like many entrepreneurs around the world, Jacobsen has come to depend on a Citation business jet to support his varied business activities. Jacobsen operates Village Glen, one of Australia's leading aged-care resort villages.

Based on Mornington Peninsula, Village Glen is a 120-acre facility that is home to approximately 1,000 residents. Amenities include a state-of-the-art clubhouse with a pool, spa, gymnasium and café. A private 9-hole golf course is a major attraction for residents and guests.

Jacobsen also has an interest in Alliance Airlines, which provides fly-in and

Standing with the Citation Service Center team are (front row from left) Steve Padgett, managing director, Aeromil; Chas Jacobsen and wife Judy Beamish; Bob McKay and Cessna Pre-Owned Sales Manager Jake Vandlandingham.

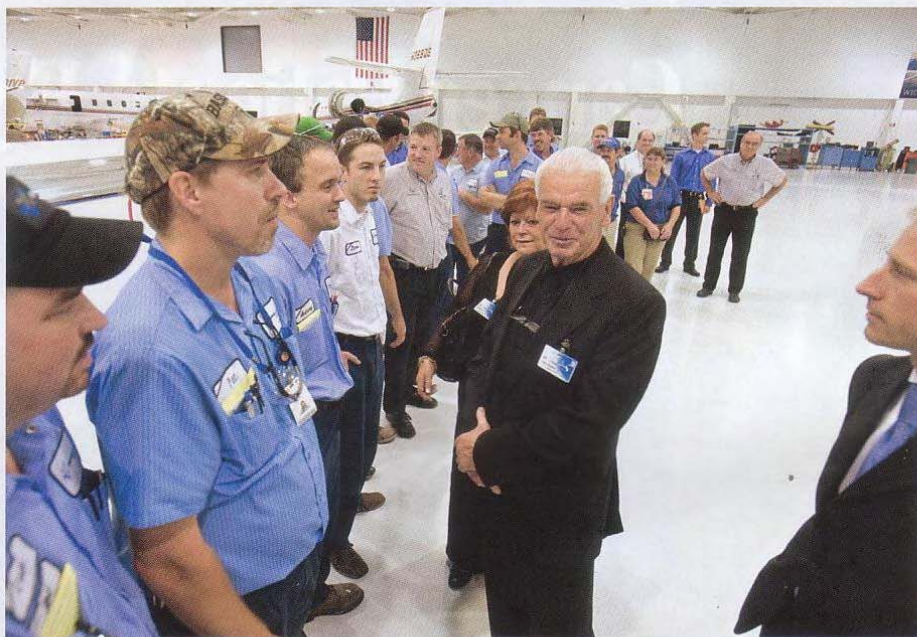


fly-out services to the mining industry throughout the Australian continent. Jacobsen proudly notes that Alliance was started just five years ago with two leased Fokker F-100 airliners. Today the Alliance fleet includes 11 F-100s and four Fokker 50s.

Business Tool, Business Necessity

Mr Jacobsen has an increasing involvement in aviation and is a long-term customer of Aeromil Pacific. The Citation X is his third Cessna jet purchased through Aeromil and he has appreciated the sound advice and support provided by Aeromil Pacific's team throughout the entire selection, pre-sale and delivery process.

Mr Jacobsen said, "Aeromil Pacific has assisted me in making the right choices in aircraft. I receive a high level of personal service from everyone at Aeromil Pacific, from Steve Padgett, the Managing Director, who is a personal friend, to the service engineers. Their efforts make the purchase of new aircraft really enjoyable."



Citation X owner Chas Jacobsen thanks the Citation Service Center team for their work on his newly refurbished aircraft.

Supporting his businesses in a land as vast as Australia makes using business aircraft a virtual necessity for Jacobsen. His first Citation was a Bravo. It was followed by a new Citation XLS, and now the Citation X.

Jacobsen bases his aircraft at Tullamarine Airport in Melbourne. He flies frequently to Sydney, Brisbane and Maroochydore for board meetings and related business activities, typically carrying associates, friends and family. He averages 200 flight-hours per year, mostly for business use.


Jacobsen picked up his ValuePlus Citation X in October at the Cessna Citation Service Center in Wichita and flew it back to Australia. He took a somewhat circuitous route. "We flew from Wichita to New York, New York to the Bahamas, Bahamas to Los Cabos in Mexico, and from there to Maui," he said. "Finally we flew from Maui to Melbourne, via Pago Pago.

Performance When It Counts

"Our airplane performed perfectly during our return to Australia," he said. "I am immensely proud of our company aircraft."

Jacobsen still intends to take delivery of a new Citation X in the future. He says there is yet another feature of ValuePlus that helped him decide to acquire his current Citation X now – a guaranteed buy-back provision when he trades his 1997 Citation X on the later model.

"Having a pre-determined buy-back figure is certainly an advantage," he said.

For this former Formula racecar driver and Australian businessman, Cessna's ValuePlus gave him "a perfect X." 

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