



A Quarterly Newsletter for Piper Trainers and Flight Schools

TakeFlight

SUMMER 2011

Ready, Set, Fly: Zero time to Private Pilot

Piper's innovative new program to address the declining numbers of private pilot license completions.

Piper Aircraft Inc. is offering new Archer LX customers their own private pilot training at the Vero Beach Municipal Airport. The Piper Ready, Set, Fly program helps new aircraft owners learn to fly safely and efficiently, and promotes growth in general aviation by encouraging people to become pilots. The concentrated course is aimed to take zero-hour students to licensed pilots in as little as three weeks.



"Piper's Archer LX Ready, Set, Fly program solves several of the common detractors to successfully learning to fly, according to recent AOPA independent research," says Piper Executive Vice President Randy Groom. The AOPA study indicated that those detractors were lack of convenience, the quality of instruction at some facilities, and scheduling hassles that hinder progress for prospective student pilots.

"Piper's program addresses the convenience issue head on, because the standardized training course will be offered in a highly concentrated, three-week course, with a dedicated, professional instructor," Groom says. And with a concentrated program, prospective Archer LX pilots will learn to fly safely and efficiently in a professional environment, while enjoying the flying benefits of a warm, pleasant coastal environment, and they will get to do it in their very own aircraft."

Using customers' own new Piper Archer LX aircraft for training also answers the issue of subpar flying equipment found at some training locations.

The Archer LX is a single-engine aircraft powered by a Lycoming O-360-A4M, 180 hp engine able to fly 128 ktas / 237 km/h with a range of 522 nm (822 km). With the Garmin G500 avionics suite, it costs \$309,900 new. If already a qualified private pilot, Archer LX customers can apply their Ready, Set, Fly privileges toward another FAA certification. Customers may also elect to conduct the training at another location with the training provider of their choice.

Flight training will be provided by Cabair, a well-recognized flight training organization which trains over 72,000 flight hours a year. Cabair is known for focusing on aviation excellence. ▲

Piper News

Global Expansion

Piper Aircraft recently appointed three new international dealers – Sim Aviation (Russia), Global Wings (the Caribbean) and NAC (South Africa). To find your local dealer visit piper.com or call 866.FLY.PIPER.

PiperJet Altaire Mock-up

The PiperJet Altaire tour schedule is available for viewing on piper.com (click Company > Events) – in 2011 the mock-up will stop at over 22 locations. For more information on the Altaire visit www.piper.com/piperjet.

Want to see Piper?

Piper offers several tours a week of the expansive headquarters and factory – to learn more about how to schedule a tour please call 772-299-2830.



Piper's Training Sales on the Rise

Piper Aircraft Inc. significantly increased new aircraft market share, billings and deliveries during 2010, highlighted by the company's performance in the pilot training sector. And for the first time in recent Piper history, international exports accounted for more than half of the company's volume by deliveries and dollars.

For the year 2010, Piper delivered 160 new aircraft, up more than 75 percent from 90 aircraft in 2009. Within the combined turboprop and piston markets where it currently competes, overall Piper market share for new aircraft deliveries grew from 10.5 percent in new aircraft unit volume in 2009 to a market share greater than 20 percent in 2010. Leading Piper's resurgence in 2010 were worldwide deliveries of 47 training aircraft to pilot training institutions in Australia, Malaysia, South Korea, Qatar and the United States.

"Piper Aircraft is very pleased with our progress and performance in terms of market penetration, deliveries and dollar volume. The increases reflected our aggressive efforts towards globalizing the profile of the company," says Piper Chief Executive Officer Geoffrey Berger. "In a very challenging year for our overall industry, Piper demonstrated measurable improvement in all meaningful categories."

First quarter 2011 new aircraft billings were \$26,159,703, more than 40 percent higher than the company's first quarter performance in the preceding year of \$18,458,531.

Many attribute Piper's continued success in the training market to their complete training line. A student can receive their PPL, instrument and commercial ratings in a legendary PA-28, and then easily step into the world's most popular twin-engine trainer – the Piper Seminole. The twin-engine Seneca then follows the Seminole providing medium-sized twin experience crucial for professional pilot development. Each step and each product have the same look and feel – a consistency that makes training and transitioning easier for students. ▲



The Archer TX can take a student pilot from zero hours through a private pilot's license, instrument rating and commercial license.



The world's most popular twin-engine trainer, the Piper Seminole.

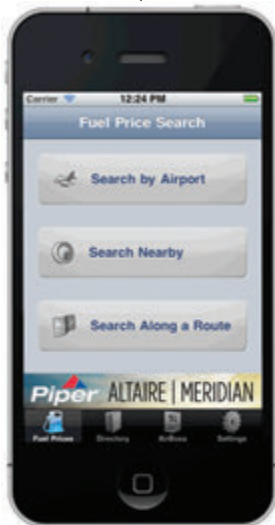
The Piper Seneca is a training aircraft with a punch – the Seneca boasts the highest single engine service ceiling in its class – 16,500 feet!



Piper Teams up with **AirNav** for New Aviation App

Piper Aircraft Inc. is sponsoring the launch of *AirNav.com's* new application for iTouch, iPhone and iPads.

"Piper welcomes an opportunity to support the 35,000 aviators who access AirNav daily for valuable information about FBOs, airports and surrounding areas," said Piper Executive Vice President Randy Groom. "We embrace this kind of information sharing across all aspects of aviation because it makes flying easier, more enjoyable and more productive."



AirNav.com is an online service that provides updated information to aid aviators and aviation enthusiasts. The new app does not depict the entire AirNav database, nor replace flight planning software, but it enables very quick access to some important data. Information is pulled from the AirNav Website while connected to the Internet, but any search can be saved to an

operator's phone for in-flight use or while out of Internet contact.

AirNav.com is a free-use website offering airport and FBO information, flight planning tools, pilot comments, and more on all of the airports in the United States, including Alaska and Hawaii. Visitors can also use the site to make car rental and hotel reservations with all the major brands. AirNav.com started operations in 1996, and currently has more than 35,000 individual visitors per day. The site provides detailed information on over 5,000 public airports, seaports and heliports served by over 3,700 FBOs. AirNav lists 5,000 retail fuel prices for both 100LL and Jet A. These prices are updated continuously, and statistics for fuel prices and update patterns can be found on www.airnav.com/fuel/report.html.



Employee Spotlight:

Chuck Glass

Glass joined Piper Aircraft in April of 2010. A former senior U.S. Army officer and aviator, Glass retired from his final Pentagon posting as director of Military Attaché Operations for South Asia to pursue a career in general aviation flight training. Previously he served in Beijing as Diamond Aircraft's chief representative for China.

"Chuck is a seasoned executive with international experience," said Groom. "His talents in our Brunei office allow him to focus considerable attention to an area of the world that has huge potential for fleet sales. He will concentrate on fleet sales in the Asia/Pacific region and exercise his worldwide fleet sales responsibilities from that important location," Groom added.

To reach Chuck please call 772.299.2830 or email him at chuck.glass@piper.com.



Keep Your Piper in Peak Flying Condition



Take \$25 off orders over \$150.*

To redeem: Visit JeppDirect.com/piper and enter
COUPON CODE: **MKA16DISC** at checkout.

*Only valid for orders placed through JeppDirect.com. Cart must include at least one aircraft part or supply product, and total must exceed \$150 before any taxes and fees are applied. Offer expires September 30, 2011 at 11:59 p.m. MDT. Limit one per customer. Valid only for customers in North and South America.



Corporate Headquarters and Manufacturing

Piper Aircraft, Inc.
2926 Piper Drive
Vero Beach, FL 32960

772-299-2403
sales@piper.com
fleetsales@piper.com

PRST STD
US POSTAGE
PAID
Permit No. 1513
Ft Worth, TX

The Seneca V—Uncompromising

It may surprise some, but the Piper Seneca V is not an uncommon sight on a flight school ramp. Flight schools that need high-performance twin-engine training favor the Piper Seneca for its low operating costs and unsurpassable single-engine service ceiling. For training that demands all-weather, high altitude flying and advanced avionic capabilities, the Piper Seneca is a proven workhorse, delivering day after day.

- **Garmin G600 Avionics Suite** – Dual PFD / MFDs and Synthetic Vision is standard
- **Natural leather seats** – highly-durable seats in the cockpit and passenger cabin
- **Twin Continental TSIO-360-RB engines** – turbocharged for 220 hp in each engine
- **Option for factory-installed air conditioning and de-icing** – for operating environments in harsh climates



For more information on the Seneca V, and to learn how it makes business sense in your training setting, please contact Piper Fleet Sales.

Piper Fleet Sales
Chuck Glass
+1.772.299.2830
fleetsales@piper.com