

WHO HAS THE CAPITAL TO INVEST IN A DOWNTURN? THOSE WHO INVESTED IN THE LAST ONE.

In an economic climate that causes the most hardened executive to second-guess his every move, take comfort in the fact that 70% of companies bold enough to invest in themselves will hold onto market gains when the economy recovers. For the clear-minded, aircraft ownership is more attractive today than ever. Interest rates are at historic lows. Tax advantages abound. And Cessna offers a myriad of options, from full ownership to partial ownership to lift-on-demand. But the most persuasive argument for considering an aircraft today is based on a simple strategy that has always separated winners from losers. Cessna will put you in your strongest position precisely at the time when your competition is at its weakest.

RISE.



May we help you develop your plan? Visit CessnaRise.com or call 1.866.637.5910.

