

BUYING A NEW AIRCRAFT ISN'T FINANCIALLY IRRESPONSIBLE. RULING IT OUT IS.

Admittedly, money is harder to come by these days, but when the air is cleared of hyperbole and rhetoric, a persuasive case emerges. Starting with historic low rates for quality borrowers and the aptly named bonus depreciation that reduces your cash outlay and may even fund your purchase down payment. But the most enduring reason is the competitive advantage an aircraft provides, something seemingly difficult to quantify. Until you learn that seven out of ten companies bold enough to invest during a downturn hold onto their market gains when the economy recovers. Leaving only one final statistic to ponder: Cessna has more repeat customers than any other aircraft manufacturer in the world. You don't simply buy a Cessna, you buy into Cessna.

RISE.



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

