

SOME WORDS OF ENCOURAGEMENT FOR THE LAST PEOPLE WHO REALLY NEED THEM.

Call them contrarian. Label them renegades. Or visionaries. They refuse to follow the naysayers into misery's pit. If you are one of them, you are already on your mission. While others flail dull weapons, you hone yours, carefully considering your flight department's efficiency. Painstakingly matching aircraft to mission. Cessna will be here for you at every step of the way, with a full range of aircraft and flight solutions. Recognizing that victory doesn't go only to the strongest or the swiftest, but to those with the best laid plan. So, in spite of today's daunting economic uncertainty, or perhaps because of it, you will slip failure's tenuous grasp. And emerge even stronger than before.

RISE.



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