

# Making the move to the Latitude

## WHY MORE OPERATORS ARE CHOOSING THE NEW MIDSIZE LEADER

When Textron Aviation introduced its mid-size Citation Latitude® business jet in 2011, the manufacturer wanted to support customers looking for larger, faster aircraft to meet their growing mission needs.

“They wanted to stay in the Citation family,” said Jessica Pruss, President, Asia Pacific Sales and Marketing for Textron Aviation. “We saw the opportunity to help our customers and infuse the market with a new and innovative aircraft ready to meet the demands of today’s businesses.”

The Latitude officially entered the market in 2015, and within two years, it became the industry’s best-selling midsize business jet, found in company fleets and charter operations alike. Its rapid success is attributed to customers who embraced Textron Aviation’s commitment to investment in new technology and aircraft development.

### A UNIQUE PASSENGER EXPERIENCE

Whether passengers desire an extension of the office or a place to rest before taking on the next destination, the elegant Latitude cabin evokes ultimate comfort. The spacious interior offers a flat floor and a six-foot ceiling (1.83 metres). The Latitude also offers 11 percent more legroom than its nearest competitor, making it easy for passengers to stretch their legs. Large leather seats are crafted by Textron Aviation’s interior team and customers work closely with designers to create their ideal interior.

To ensure passengers remain connected, the Latitude comes equipped with Textron Aviation’s cabin management system which pairs directly to passengers’ personal electronic devices, allowing them to control everything from music, films and temperature from the comfort of their seats.

### SUPERIOR PERFORMANCE

The Latitude delivers a range of 2,850 nautical miles (5,000 kilometers), making it a flexible platform ideally suited to support a variety of missions throughout Asia-Pacific and beyond. The aircraft can travel non-



**“With the Latitude, we wanted to offer customers greater amenities than previously available in the midsize segment, all without foregoing quality and value.”**

**JESSICA PRUSS**, President, Asia Pacific Sales and Marketing

stop between Singapore and other prominent business hubs such as Mumbai, Bangkok and Shanghai.

The jet also offers the best short field performance in the midsize segment, requiring only 3,580 feet (1,091 metres) of runway for take-off. For operators, it means direct access to more smaller airports located closer to their final destinations, even with a larger aircraft like the Latitude.

### MAXIMUM VALUE

The Latitude features among the lowest

operating costs in the midsize segment – over \$USD 1 million in direct operating cost savings over five years of ownership – and no monthly membership fees for maintenance programs.

The manufacturer’s Asia-Pacific fleet is among the largest in business aviation and the company continues to invest in its Asia-Pacific operations, bolstering product and customer support as fleet numbers increase. Today there are nearly 1,500 Textron Aviation aircraft flying in the region.

Increased inventory in its Singapore-based parts network now offers faster access and delivery of factory-authorized components, and the company’s state-of-the-art service center – also based in Singapore – supports customers throughout Asia-Pacific and beyond. In addition, customers benefit from a team of field service representatives based in India, Australia, China, and Singapore.

“Product support is essential to the ownership experience, and we’re committed to providing our customers with the peace of mind that comes from having personalized assistance at a local level,” Pruss said.

CITATION  
LATITUDE



# TWO YEARS AT #1

## EXPERIENCE THE BEST-SELLING MIDSIZE BUSINESS JET

A stand-up cabin, cost advantages and standard features that competitors just can’t match.

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