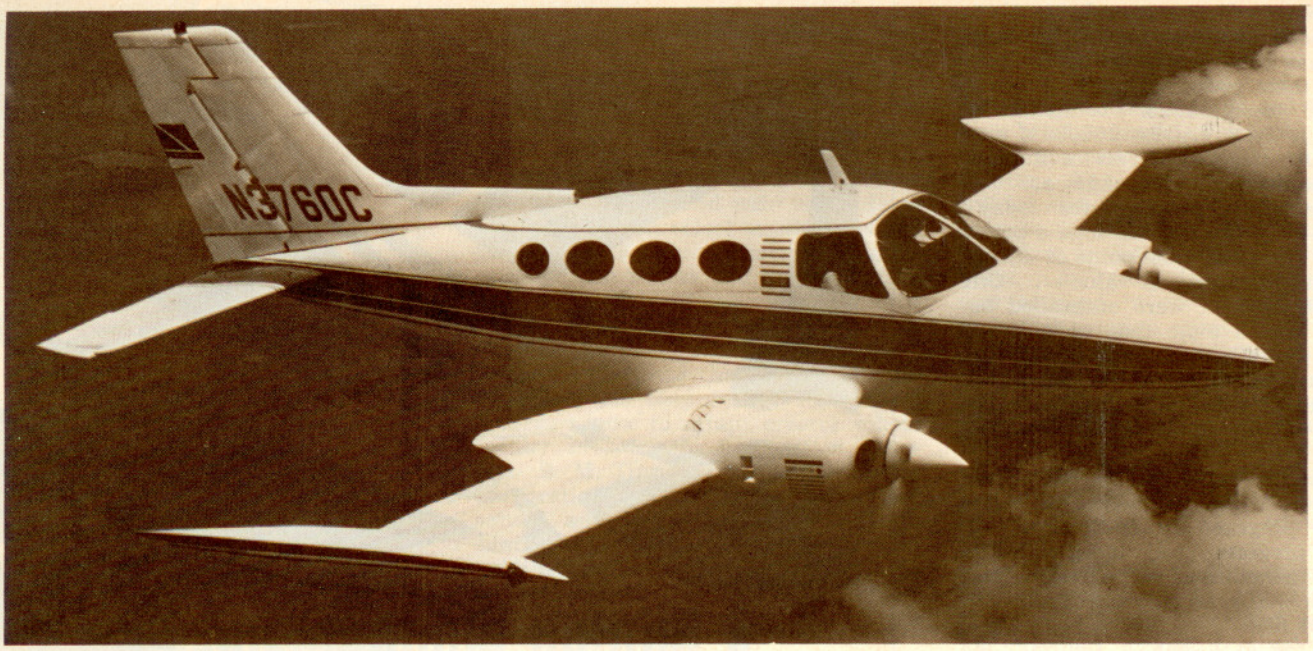


1967 turbocharged Cessna Model 402, designed for the air-taxi and air-cargo trade

Cessna Adds Two Twins

Turbo System Models 401 and 402 are designed to attract owners in two different fields—the 401 for the executive trade and the 402 for air-taxi and air-cargo use. Each is priced at $96,500

Cessna President Del Roskam took a deep breath and said, "Cessna expects to sell 5,000 airplanes this year." The time: January of 1965; the place: a press briefing at Wichita, Kan. Some of his listeners thought that Roskam might be walking out on a limb with his prediction even though Cessna had delivered 4,188 personal and business planes during the previous calendar year. But there was no limb-walking for Roskam. Cessna produced slightly more than 5,629 planes in 1965. In fact, Cessna had the biggest year in its 39-year history during its 1966 fiscal year, which started on Oct. 1, 1965.

Announcement of the company's sales results for the 12-month period, ending Sept. 30 of this year, was made during another press briefing at Wichita. The purpose of the meeting was to introduce two new medium-priced twins (each $96,500) and the 1967 Cessna 310L twin to the aviation press, and to give company officials an opportunity to explain how the company was going after new markets.

A total of 7,922 airplanes was delivered during the fiscal year, which included three months of 1965 and nine months of 1966. While no numerical predictions were made at the Oct. 19 briefing, optimism bubbled when Cessna officials discussed the two new twins, the turbocharged Models 401 and 402, which have taken their place alongside the company's four other twins—the deluxe executive Model 411, introduced last year, the *Super Skymaster*, the *Skyknight* and the 310. The company has announced that two more twins will join the Cessna line next year: the pressurized 421 and another, which thus far has not been described.

Prices of the Cessna multi-engine aircraft range in price from $39,950 for the push-pull (centerline thrust) *Super Skymaster* to $108,950 for the deluxe six- to eight-place executive Model 411.

The 411 still remains at the top of the Cessna offering, but two planes introduced in October are expected by Cessna officials to give the company an expanded market and increase Cessna's share of the multi-engine business.

While outwardly the 401 and the 402 appear to be the same plane, Cessna has a specific market in mind for each of them. The 401 is designed for the buyer of a personal or executive plane who wants to step up from the light-twin field to a medium-priced twin. The 402 is designed for the air taxi, air cargo, commuter-airline market, which Cessna believes is destined for immense expansion in the next five to 10 years.

Both the Turbo-System Models 401 and 402 are powered by two 300 h.p. turbocharged TSIO-520-E Continental engines. Both resemble the 411 outwardly, but the resemblance stops there. The deluxe 411 has more power (two 340 h.p. engines), its propeller blades are longer, its wings larger, its gross weight greater and its performance higher.

Models 401 and 402 are built with maximum utility and attractiveness in mind. They have large vertical fins and wide rudders which give the two new twins outstanding directional stability and control at low airspeeds and during

single-engine operation. Both models have a gross weight of 6,300 pounds (compared to the 411's 6,500 pounds); useful load of 2,659 pounds; maximum speed of 261 m.p.h.; service ceiling of 26,180 feet (two engines) and 11,700 feet (single engine); rate-of-climb, 1,610 f.p.m. (two engines). The 401 and 402 have a maximum range of 1,131 miles on 140 gallons of fuel and a normal cruising range of 924 miles on 140 gallons of gasoline (no reserve) at 75% power at 10,000 feet.

Cessna believes there is a significant market in the $80,000 to $100,000 executive-plane price bracket and has aimed the 401 toward that field, Richard N. Robinson, Cessna's general sales manager, said in explaining the marketing philosophy behind the aircraft. He said there were more than 5,300 twin-engine aircraft presently in the $50,000 to $80,000 bracket. "We know from past history that many of these owners will move up to a higher performance aircraft with larger and more comfortable cabins," Robinson said. "However, the next price jump for them has been to the $110,000 bracket and up." Suggested list price for the 401 is $96,500.

Robinson said that Cessna believes approximately one-half of the owners of twin-engine aircraft are prospects for the Turbo-System Model 401. This field, according to Robinson, consisted of 11,977 aircraft as of Jan. 1, 1966, and has grown 65.4% in the last five years, and is still growing.

Robinson said there was an entirely different market for the Turbo-System Model 402, with its "quick change" convertibility features. The 402 can be converted from an all-cargo carrier to a passenger plane carrying up to nine persons, in a matter of minutes. In a demonstration of this convertibility feature, held during the press briefing at Wichita, a 402 was unloaded and seven seats installed in 8½ minutes.

Discussing air taxis, Robinson said both "on demand" air taxi and commuter airlines have experienced tremendous growth during the last few years. "If the air taxi market continues to increase as it did up to 1964, which was a 32.6% growth rate year, hours flown in 1967 would total more than 6,000,000 and could exceed 40,000,000 hours annually in 1974," he said.

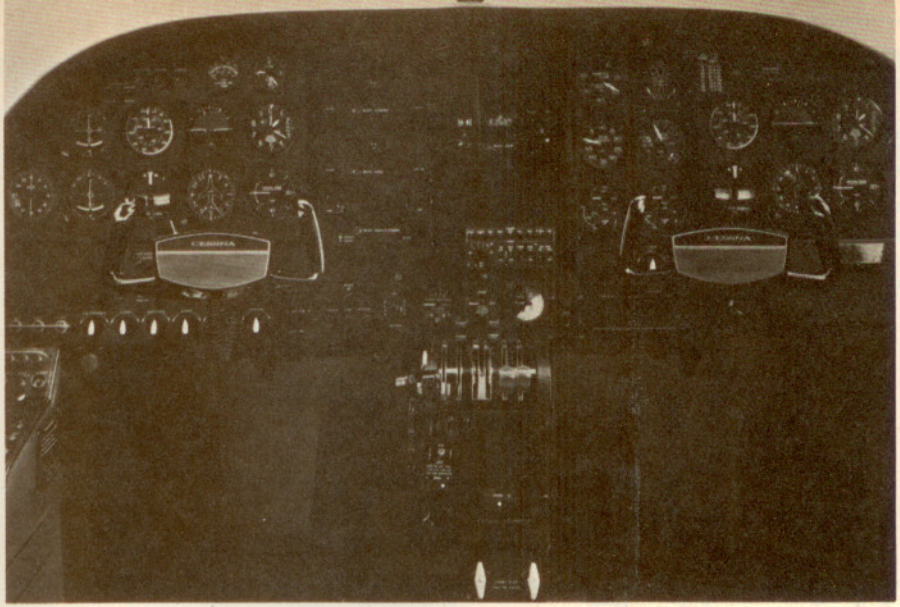
Some of the reasons for this growth, Robinson said, include CAB rule changes (extension of air taxi license under Part 135), major airline taxi programs and the vacuum created by the airlines serving fewer cities as a result of the "use it or lose it" rule. The Cessna official said that single-engine aircraft could continue to carry the bulk of the air taxi passengers, but in larger population centers the air taxi operator often finds that he cannot accommodate the growing numbers of passengers and freight shipments with his present single- and multi-engine aircraft. Such operators are potential customers for the 402, he said.

Robinson said all aircraft manufac-

turers believe there will be "fantastic" growth in total air cargo business in the next few years. He pointed to Lockheed's forecast that air cargo traffic on a ton-mile comparison will equal passenger traffic on total airline operations in about 1976; he also cited Douglas' forecast that air cargo total revenues could exceed total passenger revenues sometime between 1980 and 1985. Robinson speculated that markets arising from this growth could include airline ownership of small aircraft to fit into a total air-by-air integrated distribution pattern. Other potential owners of fleets of smaller aircraft for moving air cargo were listed as freight forwarders, truck lines moving toward air distribution, railroads using aircraft to distribute "hot shot" shipments and industrial corporations using their own fleets of aircraft for the distribution of goods.

Cessna believes that the potential is great for the charter operator who goes after his share of this vast potential revenue. "The day is rapidly disappearing when the charter operator waited by the telephone for the customer to call," he said. "The same is true of using old trade-ins for charter, and when the only cargo we carried was a couple of small boxes piled on the back seat of our regular charter aircraft."

The third plane Cessna featured in the press meeting, the twin-engine Model 310L, was not overshadowed by the glamorous twins. Powered by two



Instrument panel of Cessna's new medium-priced executive Twin, Model 401

260 h.p. fuel-injection engines and priced at $61,950, the new 310L has a completely new main landing gear, a new one-piece windshield, increased auxiliary fuel tank capacity, larger entry steps, a stronger flap system linkage, and optional factory or field-installed radome nose and weather radar. One of the many other new features incorporated into the 310L is a more powerful gear retraction motor and actuator gear box, which will allow landing gear extension at speeds up to 160 m.p.h., an increase of 20 m.p.h. over the previous model. The 310L has twice the electrical capacity of previous models, as a result of the replacement of the 25 amp. d.c. generators with two 50 amp. alternators. Model 310K carried a list price of $59,950. C.P.M. □