

CIRRUS AIRCRAFT LAUNCHES CIRRUS SERVICES

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Cirrus Aircraft announced the launch of Cirrus Services, a newly formed customer-focused business unit within Cirrus Aircraft created to build lifetime relationships with customers by addressing their needs before, during and after initial aircraft ownership. Combining Flight Training, Service and Support into a single company division, Cirrus Services is designed to deliver complete support and care for Cirrus Aircraft pilots, owners and operators.

“As Cirrus continues to grow aviation by bringing game-changing new personal aircraft to the market, most recently with the Vision® Jet, we recognize the importance of bringing that same innovation to developing a premium, comprehensive and lifetime Cirrus ownership experience,” said Todd Simmons, Cirrus Aircraft President, Customer Experience. “Now, Cirrus Services streamlines our ability to deliver on that promise, as the new group serves to focus enterprise talent and resources on delivering world-class care to make owning a Cirrus rewarding, safe and simple for a lifetime.”

Building on the success of revolutionary programs like Cirrus Approach™, Cirrus Embark and JetStream, the launch of Cirrus Services marks another milestone as Cirrus Aircraft continues to redefine general aviation by providing world-class customer service for life through training, service and more. This newly formed group will focus on growing capabilities and offerings at the company's expanding Vision Center Campus in Knoxville, Tennessee.

TN – including the recently opened Flight Training center and Level D full-motion Vision® Jet simulator – as well as through a network of authorized service and training partners across the globe.

The company has selected Ravi Dharnidharka to lead this transformative addition to Cirrus Aircraft's customer experience team as Senior Vice President, Cirrus Services. Ravi joined Cirrus Aircraft in 2016 as Senior Vice President, Business Development. Prior to joining Cirrus, Ravi served as Director of Business Development for Senior Aerospace Ketema, where he led strategic planning and execution of business growth functions. He has also worked in business development with UTC Aerospace Systems focusing on aftermarket services for global airlines.



“Our goal is to welcome more people into general aviation by significantly elevating the entire customer experience” explained Ravi. “Cirrus Aircraft is already known for an exemplary new aircraft sales and delivery experience and we’re excited to combine our collective talents into a fully integrated team dedicated to continuing that world-class experience throughout the lifetime of ownership.”

Ravi is a lifelong aviation enthusiast and an active pilot. In his early career, he served with the U.S. Marine Corps as a fighter pilot, with experience flying the AV8B Harrier and F5N Tiger II, and continues to serve as a Lieutenant Colonel with the U.S. Marine Corps Reserve. Ravi holds an MBA from the University of Southern California and a Bachelor's of Science degree in Aeronautical Science from Embry-Riddle Aeronautical University.

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