TEXTRON AVIATION ENHANCES SALES NETWORK IN AFRICA

News / Business aviation, Manufacturer

Textron Aviation Inc., a Textron Inc. company, today announced it has enhanced its sales relationships with existing channel partners Africair Inc. and Absolute Aviation Group so that both now offer the complete Beechcraft and Cessna product lines throughout their territories in Africa. Africair has been a Cessna authorized sales representative for more than 40 years throughout central and northern sections of the region while Absolute Aviation has been a Beechcraft sales representative for Sub-Saharan Africa since 2011. In addition, Textron Aviation maintains its team of expert sales representatives positioned throughout the region to allow customers direct access to the company.

“The business aviation market in Africa continues to advance and Textron Aviation has a great opportunity to meet the continent’s growing transportation needs with the industry’s widest range of general aviation products,” said Kriya Shortt, senior vice president of Sales & Marketing. “Textron Aviation and our channel partners Africair and Absolute Aviation understand the

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importance and value of making it easy for our customers to interact with us. With this enhanced sales structure in Africa, we have two great partners we can rely on to represent the Beechcraft and Cessna brands with professionalism, expertise and excellent customer care.”

Africair has been an authorized sales representative for Cessna since 1973. The company is adding Beechcraft pistons, including the Bonanza and Baron, as well as the King Air turboprop family of aircraft to its offering.

Absolute Aviation became the Beechcraft sales representative for Sub-Saharan Africa in 2011. In 2015, Absolute Aviation acquired the long-time Cessna sales representative in Southern Africa, Comair, thereby adding Cessna pistons, Caravan turboprops and Citation business jets to its portfolio. Absolute Aviation, which operates from the Lanseria International Airport near Johannesburg, South Africa, also offers full service support for the Cessna product range.

16 APRIL 2016

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