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Textron Aviation and King Ranch, Iconic Brands Launch a Special Edition King Air 350i



Textron Aviation Inc., a Textron Inc. (NYSE:TXT) company, announced today that it has joined with King Ranch to launch a special edition of the Beechcraft King Air 350i. Deliveries of the special edition King Ranch King Air 350i are expected to begin in 2019.

“We are proud to offer our customers an exciting new special edition King Air that brings together two iconic brands,” said Rhonda Fullerton, vice president, Marketing. “The legendary reliability and performance of the King Air 350i has made it the most popular business turboprop on the market while the uncompromising quality and high-tech innovation of King Ranch has placed it at the leading edge of the ranching industry.”

“Just as King Ranch has evolved through the generations since Captain Richard King established it in 1853, the King Air series has delivered continual technological enhancements throughout the five decades following its entry into service,” said Robert J. Underbrink, chief executive officer and president of King Ranch Inc. “Both are indisputable icons and together they bring forth an unparalleled customer experience. Rugged yet refined, elegant simplicity matched with high-caliber performance — both remain true to their legacy of innovation.”

The King Ranch King Air 350i will offer a themed exterior and interior.

Featuring the King Ranch edition Matterhorn white base coat with dark caramel pearl and black pearl stripes, the livery will showcase the King Ranch Running W logo adjacent to the entry door and on the inboard side of the winglets. Inside, the theme continues with King Ranch pewter trim accents below the four cabin tables, Running W aft bulkhead quilting, King Ranch-branded throw carpets, hair-on-hide lumbar pillows, ostrich muslin vinyl headliner and window panels, Tendu wood grain side-ledges and cabinetry, crocodile-embossed leather upper sidewalls and many more distinctive elements and accessories.

“A distinguishing design of the King Ranch brand — and one of the key elements of the King Ranch King Air 350i — is the Running W emblem,” Underbrink noted. “This exemplifies our emphasis to unite the past with the present and lead us into the future. This emblem is one of the most popular elements of the King Ranch brand and it aligns quite well with the Textron Aviation brand. We’re proud to feature it on the King Ranch King Air 350i.”

Image - King Ranch edition King Air 350i interior

ABOUT TEXTRON AVIATION

About Textron Aviation

We inspire the journey of flight. For more than 90 years, Textron Aviation Inc., a Textron Inc. company, has empowered our collective talent across the Beechcraft, Cessna and Hawker brands to design and deliver the best aviation experience for our customers. With a range that includes everything from business jets, turboprops, and high-performance pistons, to special mission, military trainer and

defense products, Textron Aviation has the most versatile and comprehensive aviation product portfolio in the world and a workforce that has produced more than half of all general aviation aircraft worldwide. Customers in more than 170 countries rely on our legendary performance, reliability and versatility, along with our trusted global customer service network, for affordable and flexible flight.

For more information, visit www.txtav.com | www.defense.txtav.com | www.scorpionjet.com.

About Textron Inc.

Textron Inc. is a multi-industry company that leverages its global network of aircraft, defense, industrial and finance businesses to provide customers with innovative solutions and services. Textron is known around the world for its powerful brands such as Bell, Cessna, Beechcraft, Hawker, Jacobsen, Kautex, Lycoming, E-Z-GO, Arctic Cat, Textron Systems, and TRU Simulation + Training. For more information, visit: www.textron.com

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