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Hawker Beechcraft Launches Hi-Tech, Customer-Focused Web Site



BY TEXTRON AVIATION

Hawker Beechcraft Corporation (HBC) today unveiled a new, interactive and multi-dimensional Web site that reflects the same innovation and creativity it has applied to its industry-leading family of aircraft. The newly-designed, customer-focused site, www.hawkerbeechcraft.com, not only provides more information than ever before, it offers visitors a variety of advanced ways to experience what their future aircraft might look like.

“A customers’ first impression is not always stepping inside one of our fine aircraft; it is more likely with the click of a mouse,” said Ron Gunnarson, director, Marketing. “Our focus in the re-design of our Web site was to provide our customers with a more rewarding and robust online experience. We are proud to now have a first-class Web site to match our first-class aircraft lineup.”

The enhanced HBC Web site includes a wide range of interactive and special features, including:

360-degree virtual flight: Customers are treated to an interactive view of the aircraft in flight.

Aircraft comparison tool: Finding the perfect match is now much easier. Customers can decide which HBC aircraft will best fit their needs by comparing models according to key specifications like performance, range and seat configurations.

Color selection tool: Customers can browse through a variety of color samples and designs and select their own interior fabrics and exterior paint schemes from this interactive tool.

Dynamic product videos: These high-flying, fast-moving videos will introduce customers to the Hawker and Beechcraft brands like never before.

Customer testimonials: Hear why owners and operators choose to fly HBC aircraft.

Submit your feedback to web@hawkerbeechcraft.com.

Hawker Beechcraft Corporation is a world-leading manufacturer of business, special mission and trainer aircraft – designing, marketing and supporting aviation products and services for businesses, governments and individuals worldwide. The company's headquarters and major facilities are located in Wichita, Kan., with operations in Salina, Kan.; Little Rock, Ark.; Chester, England, U.K.; and Chihuahua, Mexico. The company leads the industry with a global network of more than 100 factory-owned and authorized service centers. For more information, visit www.hawkerbeechcraft.com.

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