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## Textron Aviation announces multi-year sponsorship of U.S. Ski & Snowboard

LAS VEGAS (Oct. 11, 2021) – Textron Aviation today announced at the National Business Aviation Association Business Aviation Convention & Exhibition (NBAA-BACE), a multi-year sponsorship of U.S. Ski & Snowboard, the Olympic National Governing Body of ski and snowboard sports in the United States.

Textron Aviation, a Textron Inc. (NYSE:TXT) company, also revealed a special way to commemorate the sponsorship and an opportunity for customers to engage in the support of these elite athletes. The company unveiled a special-edition U.S. Ski & Snowboard interior and exterior design available for new Cessna and Beechcraft products. A portion of proceeds from every U.S. Ski & Snowboard inspired aircraft sold will go directly to the organization.

This sponsorship connects two organizations, both known for their passion and leadership within their respective fields. Among the sponsorship package elements are funding athletes' interest in pilot training, providing transportation for athletes during training and competition and supporting the mission of U.S. Ski & Snowboard and its foundation.

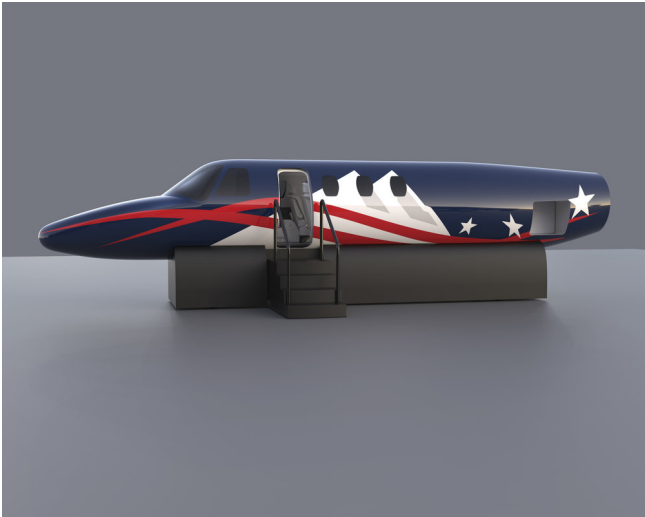
“We are thrilled to support athletes of all ages across the country, many of whom have already discovered the benefits of private aviation in reaching mountainous training destinations,” said Christi Tannahill, senior vice president, Customer Experience. “We’re proud to offer a visibly stunning reminder of our sponsorship through a special U.S. Ski & Snowboard design worthy of a medal.”

The special-edition design is inspired by the youthful energy of the U.S. Ski & Snowboard athletes, as well as the colors and textures of medals and cold climate sports. Highlights of the interior include full metallic leather glitz, dominant bright white with icy, metallic silver and aqua leather accents on seats and lower sidewall inserts along with a carpet texture that is bright in color with an intricate weave invoking groomed competition snow. The red, white and blue paint scheme gives the aircraft a sporty and patriotic feel.

Four current U.S. Ski & Snowboard athletes have started their pilot journeys and will serve as Textron Aviation Ambassadors, inspiring future pilots while progressing their pilot skills.

“We are so excited to welcome Textron Aviation as the exclusive general aviation aircraft and aviation products sponsor,” said Michael O’Conor, chief revenue officer, U.S. Ski & Snowboard. “Their support will touch every aspect of our organization, from the U.S. Ski & Snowboard Foundation, to supporting our athletics, to professional aviation career advancement for a number of our athletes.”

**Images:**



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## 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](http://www.txtav.com) | [www.defense.txtav.com](http://www.defense.txtav.com) | [www.scorpionjet.com](http://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](http://www.textron.com).

Certain statements in this press release are forward-looking statements which may project revenues or describe strategies, goals, outlook or other non-historical matters; these statements speak only as of the date on which they are made, and we undertake no obligation to update or revise any forward-looking statements. These statements are subject to known and unknown risks, uncertainties, and other factors that may cause our actual results to differ materially from those expressed or implied by such forward-looking statements.

### **About U.S. Ski & Snowboard**

U.S. Ski & Snowboard is the Olympic National Governing Body (NGB) of ski and snowboard sports in the USA, based in Park City, Utah. Tracing its roots directly back to 1905, the organization represents nearly 200 elite skiers and snowboarders in 2021, competing in seven teams; alpine, cross country, freeski, freestyle, snowboard, nordic combined and ski jumping. In addition to the elite teams, U.S. Ski & Snowboard also provides leadership and direction for tens of thousands of young skiers and snowboarders across the USA, encouraging and supporting them in achieving excellence. By empowering national teams, clubs, coaches, parents, officials, volunteers, and fans, U.S. Ski & Snowboard is committed to the progression of its sports, athlete success, and the value of team. For more information, visit [www.usskiandsnowboard.org](http://www.usskiandsnowboard.org).

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