

KEEPING AIRCRAFT MISSION-READY: THE VALUE OF CHOOSING THE OEM

As operators face increasing pressure to maximize aircraft availability, Vice President of Global Sales & Business Development, Chad Harris, shares why lifecycle support matters more than ever



Aircraft availability remains a top priority for operators around the world, making dependable lifecycle support increasingly important to long-term success. In this Q&A, Vice President of Global Sales & Business Development Chad Harris shares his perspective on the evolving role of aftermarket support, the value of OEM expertise and how Textron Aviation is investing to support customers throughout the life of their aircraft.

Q: Why is aircraft support becoming more critical in today's operating environment?

In business aviation, aircraft availability has always mattered. But in today's operating environment, where operators are balancing tighter schedules, higher utilization demands and continued pressure to control costs, keeping aircraft ready to fly has become more critical than ever.

Across business aviation, reliable support is mission critical because customers depend on it to maximize uptime, manage maintenance costs and keep aircraft ready to fly.

As I talk with customers around the world, one thing has become increasingly clear: support is no longer just about finding a part when something breaks. It's about having the right strategy, resources and expertise in place long before a maintenance need arises.

That's where the value of Original Equipment Manufacturer (OEM)-backed support can make a meaningful difference.

Q: How should operators think differently about Aftermarket support?

When operators think about aftermarket support, it's often in response to a specific event, inspection, component replacement or unexpected aircraft-on-ground (AOG) situation.

Those moments matter, but the most successful operators take a longer-term view. They focus on planning ahead, understanding parts requirements, establishing efficient purchasing processes and building strategies that reduce disruption before it happens.

At Textron Aviation Parts & Distribution (TAPD), our role is to help customers build that foundation so they can anticipate needs, reduce disruption and keep their aircraft flying.

Q: What makes OEM support different?

Anyone can sell a part. What differentiates the OEM is the ability to support the aircraft throughout its entire lifecycle.

That support looks different depending on the customer and aircraft. For newer fleets, it may mean access to inventory, Programs and technical expertise that simplify ownership. For mature fleets, it may mean helping customers extend aircraft life through alternative material solutions or used serviceable material (USM).

We've expanded our USM offering through aircraft teardown programs and strategic sourcing initiatives, giving customers additional options for legacy aircraft while

maintaining quality, traceability and OEM-backed support.

Q: How is Textron Aviation supporting customers around the world?

Aircraft are global assets, and support must be global as well.

Today, Textron Aviation supports customers worldwide and provides access to thousands of available SKUs through a network of distribution centers, stockrooms and support teams around the world.

What matters most is how that network improves the customer experience.

Rather than shipping every order from a single location, we're deliberately positioning inventory closer to customers. In Australia and Europe, operators can now return eligible cores locally instead of shipping them internationally, helping reduce costs, complexity and turnaround time.

We're focused on removing friction wherever we can. That has led to investments in dedicated AOG expediting resources, regional customer support teams and digital tools that make it easier for customers to manage parts procurement and maintenance planning. We've also optimized shipping operations within our Wichita distribution network to help customers gain valuable time when an aircraft needs to return to service quickly.

Q: What does long-term customer support mean to the team?

One of the things I appreciate most about our business is that our relationship with customers doesn't end when an aircraft is delivered. In many ways, it's just beginning.

Every day, our team supports aircraft at every stage of the lifecycle, from new deliveries to fleets that have been flying for decades. Whether we're expanding inventory, growing our support teams, introducing alternate material solutions or investing in USM for legacy aircraft, the objective remains the same: helping customers maximize availability and operate with confidence.

The aircraft may be the product, but long-term support is the commitment. And that's what I believe the OEM advantage is really about.

About Textron Aviation

About Textron Aviation Inc.

We have been inspiring the journey of flight for nearly 100 years. Textron Aviation Inc., a Textron Inc. company, has empowered our collective talent across the Beechcraft, Cessna, Hawker and Pipistrel brands to design and deliver the best aviation experience for our customers. With a range that includes everything from business jets, turboprops, light and high-performance pistons, to special mission, military trainer and defense aircraft, 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, productive and flexible flight. For more information, visit www.txtav.com.

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