



**MEDIA RELEASE**

Broomfield, January 4, 2011

**PILATUS BUSINESS AIRCRAFT, LTD. APPOINTS CHARLES MAYER  
AS VICE PRESIDENT, MARKETING**

Pilatus Business Aircraft, Ltd. has announced the appointment of Charles D. Mayer as Vice President, Marketing. Mayer is responsible for developing and implementing marketing strategies, branding initiatives and promotional activities that support Pilatus products and services in the Americas. He will lead marketing communications, market analysis, database management, and the development of customer-driven, product marketing initiatives.

“Charles is a great addition to our leadership team, and we are excited to benefit from his expert marketing strategies and keen eye for identifying opportunities that further advance our product and service offerings,” said Thomas Bosshard, President and CEO.

Mayer’s career spans more than 15 years in marketing within the aviation and luxury automotive categories. Most recently, Mayer was Vice President of Marketing for Hawker Beechcraft where he re-launched the brands worldwide and won numerous awards for marketing effectiveness and creativity. Prior to joining HBC, Mayer served as Director of Marketing, media and advertising for Ferrari Maserati North America, where he was responsible for leading the successful marketing launch of Maserati in the U.S. Prior to that, he played a leadership role in the highly-acclaimed rebranding of Cadillac as Senior Vice President with D’Arcy Advertising and also led marketing communications and brand strategy for Jaguar Cars North America.

Mayer holds a bachelor’s degree in advertising and public relations from Southern Methodist University in Dallas, Texas.

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**Further media information is available from:**

Thomas Bosshard, President and CEO

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Pilatus Aircraft Ltd was founded in 1939 and is currently world market leader in the manufacture and sale of single-engine turboprop aircraft. It is the only Swiss company that develops and produces private and training aircraft. Pilatus, which is headquartered in Stans, Switzerland, is licensed to maintain and perform upgrades on a variety of aircraft. This service is complemented by three independent subsidiaries in Altenrhein (Switzerland), in Broomfield (Colorado, USA) and Adelaide (Australia). With a workforce of over 1100 at its head office, Pilatus is one of the biggest employers in Central Switzerland. Pilatus additionally provides training for almost 100 apprentices in nine different professions – job training for young people has always been a very high priority at Pilatus.