



**FOR IMMEDIATE RELEASE**

**PIPERJET LINKAGE PROGRAM PROVIDES  
SUBSTANTIAL INCENTIVES**

**PALM SPRINGS, Calif., AOPA Expo, Nov. 9, 2006** – Piper Aircraft, Inc. is offering substantial incentives on purchase of the revolutionary PiperJet to customers who buy a factory-new Piper 6X/6XT, Saratoga HP/TC, Seneca V, Mirage, or Meridian before December 31, 2006.

For those who purchase a factory-new Meridian between now and the end of the year, Piper will provide a \$100,000 credit toward the purchase of a PiperJet. For those who buy a factory-new Piper 6X/6XT, Saratoga HP/TC, Seneca V or Mirage between now and the end of the year, Piper will provide a \$50,000 credit toward the purchase of a PiperJet. The credit will apply provided customers place their orders for the PiperJet within 12 months of their qualifying purchase.

“To date, sales of the PiperJet have been brisk, with scores of deposits already placed,” said James K. Bass, President & CEO of Piper Aircraft. “We’re very pleased with the response and encourage people to sign up now.”

For incentives on any aircraft other than the PiperJet, Piper will offer a credit of \$50,000 toward the purchase of any factory-new Piper aircraft of greater value than those purchased by customers who buy a factory-new Piper 6X/6XT, Saratoga HP/TC, Seneca V and Mirage between now and the end of the year. The credit will apply provided customers place their orders within 24 months of their 2006 year-end purchase.

**CALL PIPERJET SOUTHEAST FOR FURTHER DETAILS  
(866)6MY-PJET or (866)669-7538  
[www.piperjetsoutheast.com](http://www.piperjetsoutheast.com)**

This additional linkage program is in keeping with Piper's long-standing practice of encouraging and helping its customers move safely through the Piper model lineup. It further complements Piper's roadmap for reaching PiperJet ownership.

Piper announced last month at the National Business Aviation Association's Annual Meeting and Convention that it would expand into the jet market with the all-new PiperJet, a revolutionary new aircraft that will offer customers a class-setting combination of performance, style, utility, capability and pricing. Priced from \$2.199M (in 2006 USD with a CPI-W escalator), the PiperJet will provide unbeatable value while delivering Piper's legendary uncompromising standards.

Capable of reaching a cruising speed of 360 knots\* and a maximum operating altitude of 35,000 feet\*, the PiperJet will accommodate six passengers – with an option for either a seventh seat or enclosable lavatory – as well as offer a mission-capable profile and sensuous luxury that sets the standard in its class, with a range of 1,300 nautical miles\* and a full-fuel payload of 800 lbs.\*

“The PiperJet breaks the mold in offering an unparalleled blend of performance and luxury,” Bass said in making the announcement. “In designing this revolutionary aircraft, we have assembled the finest team of engineers and designers and conducted an extensive consumer research effort to ensure that the PiperJet will be second to none. In effect, every measure has been taken to make sure that the PiperJet answers what our customers have told us they want and need in a jet, because at the end of the day, it's not about being first to market, it's about getting it right in the first place.”

The PiperJet will be sold through a new network composed of five regional sales centers. They are: PiperJet East, PiperJet Southeast, PiperJet Midwest, PiperJet Southwest and PiperJet Northwest. In all, there are 14 offices operating nationwide to address the needs of PiperJet customers (see attached PiperJet Dealer Map).

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The PiperJet dealer distribution network – developed in collaboration with Honda Aircraft Company, Inc. – is the result of a business alliance announced by Piper and Honda in July 2006. Piper and Honda formed the business alliance to collaborate on sales and service, and to explore opportunities in engineering and other areas within general and business aviation.

Piper Aircraft, Inc. is headquartered in Vero Beach, Fla. Piper's rich legacy is born of 70 years of unparalleled history, with more than 144,000 aircraft brought to market and more than 160 models certified. Approximately 90,000 of those aircraft are still flying and being serviced and supported on every continent by Piper's 65 service centers, 40 dealers and 2,500 field personnel. Today, Piper is the only general aviation manufacturer to build and offer aircraft for every general aviation mission, from trainers and high-performance aircraft for personal and business use, to turbine-powered business aircraft ... and now, the PiperJet.

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**For further information, contact:**

**Mark S. Miller**

**(772) 299-2900**

**Fax: (772) 978-6597**

**mail to: [m.miller@newpiper.com](mailto:m.miller@newpiper.com)**

**[www.newpiper.com](http://www.newpiper.com)**

**For additional information or questions about the general aviation industry,  
contact the General Aviation Manufacturers Association (GAMA)**

**(202) 393-1500**

**[www.GAMA.aero](http://www.GAMA.aero)**

*\* See official performance guarantees as referenced in PiperJet Aircraft Purchase Agreement.*

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