



Brent Wouters

President & CEO of Cirrus Design

Brent Wouters has enjoyed a diverse aviation career. His responsibilities have included writing inventory management software for Lockheed Martin for their F-22 project, working on flight simulators for Delta Airlines and joining Anderson Consulting as an equity analyst. Wouters was the CFO of International Payment Services when asked to join Cirrus.

FA: How did you end up transitioning to the corner office at Cirrus?

BW: I did think I had sworn off aviation, so it was really a surprise when I got a call from good friends of mine at Arcapita, the investment bank that bought Cirrus, saying that there was

Georgia, and I'm not moving to Minneapolis." They told me, "You're right, you're moving to Duluth." I had to look it up on a map, that's how it started.

FA: Are you a pilot?

BW: Yes, it's the way my wife and kids and I travel. I'm the perfect customer.

FA: Cirrus is working hard on the new SF50 Vision jet. How important are personal jets in the future of aviation?

BW: I think they're critically important because it fills some gaps in personal aviation between this four-seat, single-engine airplane like our

decide what they can afford and participate in aviation to the extent they can afford it — to buy as much technology, as much speed, as much capability as they want to have.

FA: If you could look beyond just Cirrus, what kind of role will jets like your Vision play?

BW: I think jets are going to be a critical part of aviation if we do it right. I'm rather conservative about how long that growth will take. Steady growth over time, and I think it will accelerate. It will be absolutely critical to bring more people into aviation. We, as an industry, have to drive the technology to make flying easier. It's our job at Cirrus to continue what has been a legacy, which has been to break through, with product innovation, those barriers to flying airplanes.

FA: Are you saying people will buy the Cirrus jet just because of product innovations?

BW: Look, people aren't suddenly going to change their behaviors as consumers of aviation and jump into smaller and smaller airplanes. That's a behavior change cycle

that is so dramatic, and it involves people understanding that these smaller airplanes are safe, being willing to get in them, being willing to get their families in them, and then learning to fly them in any way, shape or form. I don't think that "if you build it, they will come." That's not true. You still have to evangelize. But with the jet, I think there will be steady, steady growth.

FA: What are the innovations people will get if they buy a new Vision jet?

BW: They'll get a much larger fuselage, more speed, more payload, and you get so much more comfort and so much more room. I view our airplane as something that changes the way you live — a quantum leap in the productivity of time.

FA: How does this play out in a world where the number of pilots is shrinking?

BW: It's a tremendous challenge, and I refuse to leave that to somebody else. We have to tell people about the value proposition. We're going to go around the world and tell people about aviation. While I'm somewhat conservative about how fast things grow, the potential growth in our business is tremendous.

FA: How much of a priority is the jet in Duluth?

BW: The jet is the number-one priority. There's not one person in Duluth who's confused about that. To the extent about how we make choices on what gets resources, the jet gets them. It's the future of our company. We do whatever it takes to get it done as soon as we possibly can.

FA: When will it be done?

BW: I don't know. It's the number-one priority, and we'll get it done as fast as we can. We're shooting at 2012-2013.

FA: Should we wait for the jet?

BW: I'd say don't wait. Whether you buy an SR22 or buy something else, start enjoying aviation now. You can get material improvements to your life. Don't wait.

To learn more about the SF50 Vision jet, go to CirrusAircraft.com/Vision or call 866.290.0418.

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no one out there with my background and they wanted me to go to work for Cirrus. I said, "Look, guys, I'm not moving to Minneapolis, I'm not doing it." The third time they called, I said, "Okay, guys, look, my wife is from Macon,

airplane. But you have to really step up quite a bit in terms of purchase price. Once they get a taste of personal aviation, it's hard to turn back, and they really love it. It's important to have products at all price points so that people can