



# Piper Aircraft enter LSA market

**PIPER AIRCRAFT** Company has just announced their entry into the fast growing global Light Sport Aircraft (LSA) market with the first appearance of the PiperSport at the US Sport Aviation Expo in Sebring, Florida.

The aircraft is already very well known to many aviators in its previous guise as the Czech Sport Aircraft built "SportCruiser". The two companies have a licensing agreement which will see PiperSport deliveries into the US begin in April.

Piper spent considerable time evaluating many LSA aircraft on the market. Putting their name behind the SportCruiser is a clear demonstration of how impressed they were with the aircraft. The undeniably attractive SportCruiser is already a well proven and appointed aircraft, with a strong following around the world.

Piper CEO Kevin Gould says that "Piper's heritage dates from what was one of the original LSA aircraft of its time: the venerable Piper Cub... Consequently, Piper is in many ways returning to a market segment we played an integral role in inventing."

## The new range

With the Piper range extending from trainers to high performance business jets, the company no doubt sees the PiperSport as providing an enticing entry point to the brand for new customers.

Three models have been presented to the US market. These are the standard PiperSport, the LT which has upgraded options for the training arena, and the highly specified LTD model with Dynon flight display and auto-pilot.

This is a global program for Piper, with New Zealand based SportCruiser dealer Aerosport Aviation Limited now a representative of the PiperSport brand. Anton Meier, Chief Executive of Aerosport Aviation is delighted with the move, noting that "It now gives the aircraft the credibility and recognition that it always deserved". He adds that "I have always believed in and enjoyed operating such an honest aircraft that the SportCruiser was. To have the Piper name endorsing that confirms this belief which is also echoed by our many happy SportCruiser Customers."

Piper's backing can only enhance buyer confidence with the aircraft warranty already lifted from 200 to 500 hours or from 2 to 5 years. There will also be an ongoing development program for the aircraft as well as greater long term maintenance support. Significantly increased global marketing and awareness can be expected and Anton says that buyers



*The new PiperSport LSA will be recognisable to many aviators as the Czech Sport Aircraft SportCruiser for which Piper have entered a licensing agreement to develop, distribute and support.*

can also have more confidence in the long term residual value of their aircraft when making the investment into a new PiperSport.

## A history of Aerosport Aviation

The success of Aerosport Aviation (located near Hamilton), and the SportCruiser in New Zealand and more recently in Australia sees Aerosport distribution of the PiperSport extended to Australia as well. This is just reward for Anton's promotional efforts over the last six years, where a great many people have had the opportunity to see, sit in, or fly the SportCruiser at airshows and fly-ins throughout the country.

Aerosport Aviation was in fact the launch customer for the SportCruiser. Anton says that at first sight, he knew the aircraft was right and he ordered the very first SportCruiser produced. Czech Aircraft Works then borrowed it to fly to the UK for the SportCruiser debut at an airshow there, before returning to the Czech Republic and shipping it to New Zealand just in time for the local airshow season. ZK-CZR was shortly thereafter purchased by Alistair Hart of Motueka Recreational Flight Training and now has some 750 hrs of service in flight training without any

unplanned time out of the sky.

The new PiperSport was presented by Aerosport Aviation just days ago at the Tauranga Airshow. Anton reports that news of the Piper alliance was welcomed by all SportCruiser owners who visited the PiperSport stand and also met with strong approval from prospective customers.

Anton is proud to say that "We have an extensive history, knowledge and experience of this aircraft and have seen it all the way through. We worked with Czech Aircraft Works on the development of the SportCruiser following our experience with the aircraft that were flying in New Zealand. We saw the changeover of the manufacturing to Czech Sport Aircraft which was a turbulent time in the company's history and we stayed with them because of our trust and belief in such a good product. For us to now see Piper Aircraft add its name to this great aircraft makes our enduring efforts towards the product feel very worthwhile."



*New marketing speaks of Piper's development heritage for the "original LSA of its time", the venerable Piper Cub.*

## For more information

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