

Liberty

AEROSPACE

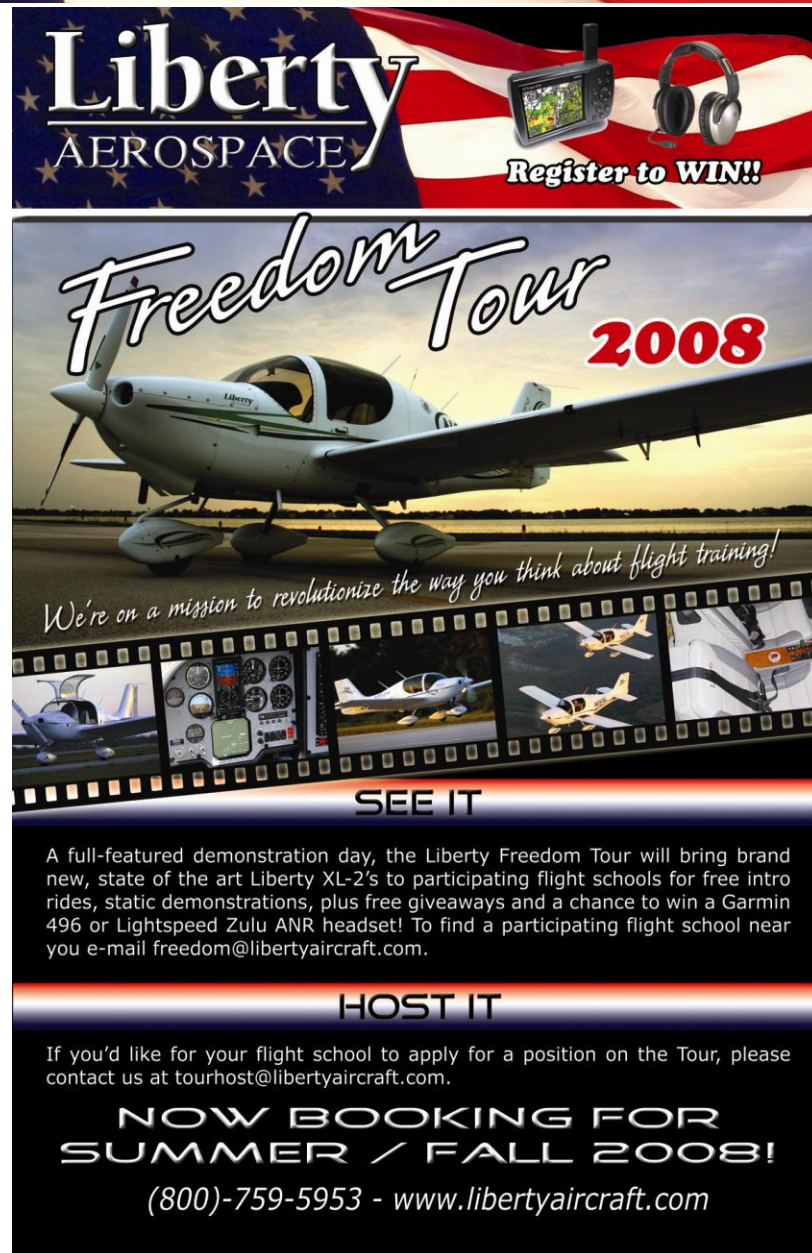
Freedom Tour



2008

The Liberty Freedom Tour

A full-featured demonstration day, the Liberty Freedom Tour will bring two brand new, state of the art Liberty XL-2's to participating flight schools for free intro rides, static demonstrations, plus free giveaways and a chance to win a Garmin 496, Lightspeed Zulu ANR headset, or other prizes at the end of the tour. The events will be advertised nationally and locally.



Liberty
AEROSPACE

Register to WIN!!

Freedom Tour **2008**

We're on a mission to revolutionize the way you think about flight training!

SEE IT

A full-featured demonstration day, the Liberty Freedom Tour will bring brand new, state of the art Liberty XL-2's to participating flight schools for free intro rides, static demonstrations, plus free giveaways and a chance to win a Garmin 496 or Lightspeed Zulu ANR headset! To find a participating flight school near you e-mail freedom@libertyaircraft.com.

HOST IT

If you'd like for your flight school to apply for a position on the Tour, please contact us at tourhost@libertyaircraft.com.

**NOW BOOKING FOR
SUMMER / FALL 2008!**

(800)-759-5953 - www.libertyaircraft.com

Purpose

- To introduce and market the Liberty XL-2 to flight schools and individuals in a controlled environment that maximizes market penetration while minimizing cost at multiple venues.
- To bring Liberty and our incredible aircraft to the forefront of conversation and interest in the aviation marketplace by inciting a “buzz effect” that has everyone talking.
- To garner sales from these efforts.
- To open Liberty Flight Centers (perhaps Liberty Freedom Centers?) and begin to establish our footprint in the flight training landscape.



Global Flow



- Arrange Sponsorship from Liberty, Garmin and LightSpeed (Done)
- Arrange Schedule and Locations of Events
- Promote/Advertise the Tour Nationally and Locally
- Hold Events
- Collect and Act on Data

Schedule / Location Flow



Contact / Schedule



Promote



Execute



Follow Up

Contact

- Call prospective Flight Schools
- Offer to bring 2 Liberty XL-2 Aircraft to their facility to provide demo rides and a static display at no charge to their students and renters.
- Their only expense is the fuel for each aircraft (+/- 50 gal.) food, and any staffing they wish to provide.
- Liberty will promote the event locally and nationally
- We will request that they contact their client base and promote the event with an e-mail and on-site signage which Liberty will provide.
- Schedule the date for the event from available dates and begin the promotion process.



Promote



- The flight school will send a version of the e-mail on the following page to each of their clients requesting that they attend. A second E-mail will be sent a week before the event reminding people to attend.
- Liberty will provide the e-mail, a sign for them to print and distribute locally, and a schedule form for their staff to schedule the riders on the day of the event.
- The Flight School will schedule the riders and provide the schedule to Liberty personnel prior to the event date.
- 8-15 riders may be scheduled, depending on the venue. Towered fields will have fewer scheduled flights due to ground control communication and clearance requirements.

E-mail Invitation

The Liberty Freedom Tour is coming to (**Flight School**) Representatives from Liberty Southeast will be here demonstrating the new Liberty XL-2 on (**Date**) from 7AM – 3PM at (**Flight School**). We'd like you to come out and go for a flight, then give us your opinion! Call the flight school today to reserve your time for a [free demo flight](#). The reservations will be taken in advance for 30 minutes each to allow time for questions and a good demonstration in the air. Please get your requests in early, as flights are limited.

In addition to the flights, Liberty staff will be on hand with the brand new XL-2 Vanguard Edition aircraft on static display. Plus, everyone who attends can register to win a FREE Garmin 496 GPS, a Zulu Lightspeed ANR headset, and other great prizes! All this plus free food and drinks will make for a great event, so we hope you'll make plans to join us.

The Liberty XL-2 is an amazing two passenger piston engine aircraft that has been fully certified by the FAA. It easily meets the training requirements of flight schools and clubs, while offering the private owner a luxurious first class touring aircraft. While the XL2 is well known for its carbon fiber construction, it is the first and only production piston engine aircraft equipped with FADEC which simplifies power management and provides increased levels of safety, reliability and maintainability. These technological features allow the XL2 to provide you with an aircraft that is not only fun to fly, but incredibly fuel efficient in the air, while minimizing maintenance time on the ground.

Specs on the XL-2:

590 lb useful load

420 lb useful load with full fuel.

Range of 4.5 hours w/VFR reserve

115 kt cruise @ 65% power

IFR certified, Garmin GNS430 equipped

Full 270 degree visibility

More information is available on the Liberty XL-2 at www.libertyaircraft.com.

We hope you'll join us on (**Date**) for a demo flight in this remarkable new aircraft.

[\(Flight School Return Address Info Here\)](#)

Liberty^{XL2} Vanguard Edition



EXPERIENCE THE REVOLUTION!

Call (813) 507-1799
to schedule a
demonstration flight.

Execute The Event

- Begin flights @ 7AM local time, and continue through the day. Flights should be 20-25 minutes including taxi. A catch-up period of 30 minutes to one hour should be scheduled 2-3 hours into that day to allow for any delays to be brought back on schedule.
- One pilot flies, the other demonstrates the static display on the ground. Pilots may swap up midway or each man the same post for the day.
- The pilot is responsible for collecting prospect data from each rider, and the ground rep should collect data from non-flying patrons. Information collected should include name, e-mail address, phone number, and level of interest. The list will be compiled with prospects from the flights and the static display, then handed off to the designated sales rep for the event.
- A sign up form will be available for people to enter for the Garmin and LightSpeed giveaways.
- Flight School staff will handle food and drinks.



Follow Up



- The designated sales rep from each event will be responsible for contacting each prospect from the event and engaging them for possible sales. At minimum, a thank you note for each prospect for attending should be sent, with appropriate follow up hence for viable sale prospects. A sample e-mail is on the following page.
- The Flight School should be a primary prospect from the event for placing an XL-2 in their fleet.
- The sales rep should schedule a follow up date to return to the school for more in-depth flights with interested individual prospects, as well as to close the sale for the flight school unit (s).
- Regular reporting shall be in place to Liberty to monitor the effectiveness of the Tour date.

Follow Up E-Mail

Dear **(Rider)**,

Thanks for coming out to the Liberty Freedom Tour at **(Flight School)**. I enjoyed the opportunity to demonstrate this fantastic aircraft to you, and hope that you found it to be an informative and enjoyable ride! The event was a great success, with many people going for flights and getting the opportunity to fly and learn more about the Liberty XL-2.

The goal of the event was to introduce the airplane and its many attributes to the renters and students of **(Flight School)**. Please take a moment to send us your thoughts on the plane and how you feel about having one available to rent at the flight school. I look forward to hearing your comments! Please e-mail your thoughts to myself and **(flight school representative)** If you have any questions, or would like more information about owning your own XL-2, feel free to contact me at the info below. Thanks again, and I hope to see you flying again soon!

Blue Skies,

Greg Gibson
Demo Pilot / Aircraft Sales
Liberty Southeast
(813) 507-1799
greg@libertyse.com
www.libertyse.com

Liberty
SOUTHEAST
INCORPORATED

Liberty_{XL2}
Vanguard
Edition



EXPERIENCE THE REVOLUTION!

Call (813) 507-1799
to schedule a
demonstration flight.

Event Promotion

Local Media

- Local Radio, TV News (usually FREE, invite for a flight!)
- FunPlacesToFly.com, etc.
- AOPA, EAA
- Local flying clubs and event calendars
- Each area rep is responsible for locating these outlets.

National Media

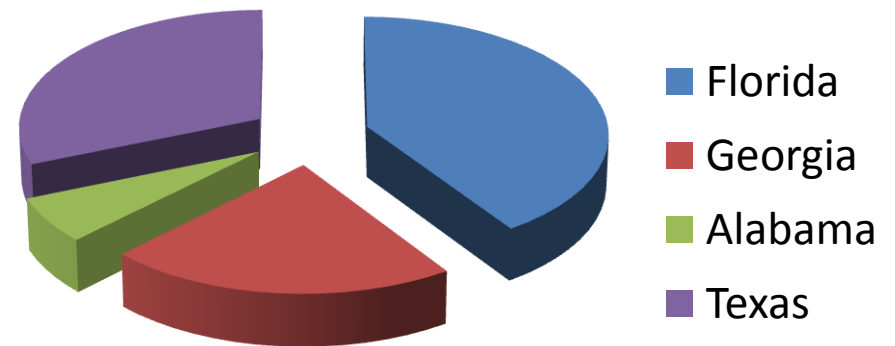
- AOPA
- EAA
- Flying, Plane and Pilot, etc.
- ANN
- Aero-TV



Data Collection

- Customer contact info from each event will be collected and compiled into a database for future follow up. The database can be used for e-mail promotions, new product announcements, fly-ins, etc.
- Garmin 496 and Zulu entrants will be compiled from each event and names drawn at random to receive their prizes. Winners will be announced on the Liberty website, and reported to Garmin and LightSpeed.

Potentials



Corporate Follow Up

- Information collected during the Freedom Tour will be forwarded to all appropriate personnel to continue to improve our programs and aircraft. Rider comments, pilot observations, and other critical data will be useful in carrying our product forward.

