# CIRRUS AIRCRAFT LAUNCHES AIRCRAFT CONFIGURATOR

**News / Manufacturer**

**Cirrus Aircraft launched aircraft configurator, a web-based digital tool, that allows customers to comprehensively explore the company's world-class SR Series and Vision Jet then select from a rich exterior color palette and premium leather interior to further tailor the aircraft inside a dedicated hangar. The configurator inspires people to learn more about the unparalleled aircraft product line, advanced features and invites them to make the aircraft uniquely their own. The configurator is a sleek 3D aesthetic tool that lets anyone discover, customize, save and share their favorite Cirrus aircraft and designs.**

Zean Nielsen, Chief Executive Officer of Cirrus Aircraft commented: “The aircraft configurator is another step in our evolution of delivering a connected, world-class experience for our customers. The configurator invites people to learn more about our aircraft, technology and safety systems and then design and share their dream aircraft. It’s a testament to our team’s continuous research and development of new technologies that make personal aviation more accessible.”

The configurator invites people to learn more about Cirrus Aircraft SR Series and Vision Jet, their performance, flight experience, safety features, advanced flight deck and spacious interior through realistic 360° animations of the aircraft and design experience. The web-based application

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provides aircraft information through product hotspots highlighting innovative technologies and standard safety features such as the Cirrus Airframe Parachute System, Garmin avionics, convenience features and more. The detailed representation of the aircraft illustrates how mechanisms work, such as how the doors open. Then customers can explore and sample various aesthetic and paint packages to personalize their aircraft.

Cirrus Aircraft sales team is now equipped with a powerful digital design tool to enhance the customer buying experience by showcasing the aircraft models, safety features and design options on any mobile device in real time. The configurator is scalable and presents new integration opportunities with other mobile applications such as Cirrus IQ™. The digital aesthetic tool marks a significant milestone in creating an elevated customer experience.

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