



# THE D328ECO: REVOLUTIONISING REGIONAL AIR CONNECTIVITY IN WESTERN CHINA

News / Manufacturer



**Deutsche Aircraft is set to revolutionise regional air connectivity in Western China with the introduction of its 40-seater turboprop, the D328eco. This strategic move aligns with regional and national policies that promote the development of air transportation to meet the growing demand. The D328eco offers a promising solution for establishing aerial connections among major hubs in the western part of China, such as Lanzhou, Urumqi and Kunming. By linking cities throughout this region, this innovative aircraft will support livelihoods, promote economic development and address the needs of remote communities.**

Its versatile capabilities allow it to serve as a cargo freighter, air ambulance or firefighting aircraft, enabling it to contribute significantly beyond a regional commuter. Ultimately, the D328eco will stimulate a dynamic market for general aviation and play a vital role for both operators and communities. Compared to other aircraft operating in Western China, including transportation and general aviation aircraft, the D328eco offers a more efficient average cost per seat. With its 40-seat capacity, this regional turboprop guarantees a better loading factor compared to narrow-body and regional jet aircraft. This advantage significantly reduces the subsidy pressure from local governments, ensuring a sustainable and cost-effective solution for regional air transportation.

Ryan Ding, Regional Sales Director, Greater China at Deutsche Aircraft commented: "Deutsche Aircraft aims to support Western China's infrastructure goals, including integration with the Belt and Road Initiative, as Western China plays an integral role in being a trade gateway to the West. The D328eco is poised to become a vital part of the regional growth and sustainable development in Western and greater China."

Western China faces significant challenges in developing its transportation network, such as limited accessibility to land transportation, high investment costs, extended travel times and optimising inefficient long-distance freight transport for goods outside Western China. To overcome these obstacles, future development should focus on improving infrastructure, stimulating the aviation economy and enhancing air transportation networks to be more efficient.

Deutsche Aircraft's commitment to Western China goes beyond providing advanced aircraft solutions. By introducing the D328eco, the manufacturer aims to be part of the development of essential aviation services and local networks, strengthening regional connectivity and aligning with initiatives aimed at improving aviation infrastructure.

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