

The Aviation Consumer[®]

800 Connecticut Avenue • Norwalk, CT 06854

**What every pilot wishes for – no crosswinds,
fair skies and the truth about airplanes,
maintenance and equipment from an unbiased
source, backed up with extensive field-testing.**

**Aviation Consumer can't promise the first two –
but it can promise the truth. Get the next issue
absolutely FREE and see for yourself.**

Dear Fellow Owner,

The sky is clear. The wind is calm. It's the first really good day of the year. Your buddies are flying out for a \$100 hamburger – and you're not with them. Why?

You're grounded because that supposed "off-the-shelf" factory reman engine you ordered to replace your run-out clunker still hasn't been delivered after four months of broken promises and frustrating delays.

If something like this has happened to you, I think you'd appreciate reading one of AVIATION CONSUMER's product reports prior to spending your hard earned money. To give you a taste of how we can save you time and money, I'd like to invite you to accept the next issue of AVIATION CONSUMER – *absolutely* **FREE**.

For more than 35 years, AVIATION CONSUMER has been helping pilots make educated decisions without sales hype pressure from paid advertisers. Our independent consumer reports give you honest, unbiased opinions on aviation products – saving you money and hours of trouble.

Your airplane is the second biggest investment you will ever make. The first is your house – but it doesn't move at 130 knots nor is it in any danger of skidding off a runway into a snow berm because a brake locked up. To fly with confidence and, yes, with safety, you need to know when and how to buy the gear you need – when to wait

(Over, please)

out teething pains in new products and when to pull the pin and make that major purchase. You need an honest, unbiased source of consumer information that has no axe to grind and no products to sell. You need AVIATION CONSUMER.

When you're cruising at 6,500 feet - whether you're just boring holes in the sky on a Sunday afternoon or on the last leg of a cross-country trip - you want the peace of mind that comes with knowing the aircraft you're in, and the equipment in it, are right for the job. And you'll know they are, not because the manufacturer said so, but because you did your homework with the help of unbiased experts like the editors and testers at AVIATION CONSUMER.

My name is Paul Bertorelli and I'm editor of AVIATION CONSUMER. I have the best job in the world. Every month my boss gives me a check and orders me to go shopping. I get to buy all the equipment and gear I can afford - I go out and wring it out. I poke, prod and twist. I compare the ad hype to how the product actually works. I do all this just so you can be sure the aviation equipment and services you're about to buy does what the manufacturer claims it does.

This is what we all do at AVIATION CONSUMER, we fly and we test - and not one penny of the money we spend on testing comes from the manufacturers of the equipment. Because AVIATION CONSUMER accepts no advertising. This is why we are completely uninfluenced by the advertising dollar. This is how we can give you our unbiased and honest assessment of the products produced by the billion-dollar aviation industry.

In every issue of AVIATION CONSUMER we research and report on the pros and cons of maintenance and purchasing decisions that you and every pilot have to make, like...

- Your cylinders are shot - Is it better to go with new or overhauled? Do you pick chrome, steel or nickel carbide for the barrel? AVIATION CONSUMER compares cost, reliability and durability of all options.
- Engine oil - essential we all know, but is it better to go with the viscous straight-weight or the more convenient multi-weight? You'd be surprised that our tests showed the multi-weight is just as effective at preventing corrosion and much easier to purchase.
- Not every owner knows a good paint job when he sees it - but every owner can recognize a bad one. With prices in the \$10,000 range you don't want to be the guy with

the orange-peel mess on your hands. AVIATION CONSUMER surveyed 160 owners of newly painted aircraft and came up with our Top 20 Paint Shops and a list of "do's and don'ts" in dealing with them.

- Everyone agrees that preheating an engine before starting is a good thing – but of the two major players in the market which preheater delivers the best heat for the dollar, is easy to install, and is compatible with your engine? AVIATION CONSUMER ran a full report on this.

Now, don't think that you're missing out on all the information already published. As a subscriber to AVIATION CONSUMER you get FREE access to over 2,000 pages of past articles on our web site (non-subscribers have to pay \$12.95 for the privilege of downloading just one article). Imagine the wealth of information at your fingertips for just the price of a subscription to AVIATION CONSUMER's print edition.

You will get reports on which well-known and respected aviation tire could be a huge waste of money – depending on your flying habits.

We will give you our opinion on the best value choice between rechargeable or throwaway batteries for your portable devices.

You'll get a heads-up on rising aircraft insurance rates as underwriters deal with the onslaught of claims from a bad year of natural disasters.

With just a click of your mouse you can access all these reports and more.

You won't find AVIATION CONSUMER on the newsstand. And you probably won't find it on the magazine rack in the pilot's lounge at your FBO because most of our subscribers hang onto their back issues. They even keep them in a binder (we three-hole punch each issue to make it easy) and refer to them time and time again.

**IMPRESS YOUR BUDDIES WITH
YOUR KNOWLEDGE AND MONEY-SAVING TIPS.**

With your subscription to AVIATION CONSUMER, you not only get a great magazine that is fun to read, interesting and informative. You also get elevated to the status of a "go to guy" at your next hangar session.

(Over, please)

Imagine this, at the end of a great flying day, you and your buddies are sitting under the wing of a 182, sipping a refreshing adult beverage and rating the landings of the local pilot wannabees. Everyone is talking. Everyone has an opinion...

A Bonanza S35 with a three-blade prop lands. The talk turns to the advantage of a three-blade versus a two-blade prop. You sound really knowledgeable when you quote AVIATION CONSUMER that cruise speed suffers on planes with less than 300 hp and three-blades.

Then one guy says, "My Northstar M1 just broke, I'm upgrading to a used GPS, anyone hear of a good one." Man - can you ever jump into this discussion after reading AVIATION CONSUMER's "Avionics Smart Buys." Our article will make you the hero and save your buddy a load of headaches and money.

When someone asks... "Can you substitute a GPSMAP 496 for a \$3,995 TAWS - saving yourself \$1,200 in the process?" You answer "Maybe, or maybe not." And back it up with AVIATION CONSUMER's report.

Every issue of AVIATION CONSUMER is packed with in-depth, independent product test reports and breaking news stories covering AVIONICS * AIRCRAFT ACCESSORIES * ENGINES * MAINTENANCE * INSURANCE * NEW AIRCRAFT * USED AIRCRAFT * COCKPIT ACCESSORIES * TRAINING * SAFETY EQUIPMENT * UPGRADES and much more.

AVIATION CONSUMER - in print and on-line - is an encyclopedia of information for you, the aircraft owner. We have money-saving tips, product tests and warnings, and independent evaluations of over 250 products and more than 75 models of airplanes. Nowhere else can you get unbiased information like this. We talk to aviation manufacturers, we interview them, we test their products - we make our own decision and report back to you. **You are guaranteed to get test results untainted by advertising money.**

TAKE THE 'ERROR' OUT OF 'TRIAL-AND-ERROR.'

Just bought a lottery ticket and dreaming big? One of the favorite assignments at AVIATION CONSUMER is testing and rating airplanes - anything that General Aviation has to offer - Mooney M20TN Acclaim, Liberty XL2, and the Diamond Eclipse. We even got a look at Cessna's new Mustang light jet.

We fly them against the book and against the competition. We examine, investigate and rate everything - from handling and performance to maintenance and operating cost.

We report on the safety history of the model and the price. We

give you everything you need to know before you plunk down the price of your home or more on your dream aircraft.

In the market for a different airplane but can't afford the new models coming off the production line? Every month AVIATION CONSUMER looks at a used airplane. Our editors interview mechanics and owners and get the good, the bad and the ugly. We'll give you a look at the Aircraft Bluebook, ADs and NTSB reports on a specific model. We'll tell you stuff that few aircraft brokers ever will.

**GET ANSWERS TO QUESTIONS YOU DIDN'T
EVEN KNOW TO ASK...AND SAVE YOURSELF
A BUNDLE OF MONEY IN THE PROCESS.**

With no advertising money coming in or misplaced loyalty to manufacturers, AVIATION CONSUMER answers your questions without industry influence or bias...

- Avgas at \$6.00 a gallon? Hold onto your hats, the price is going to go up and up. We know you don't want to cut your flight time, so we came up with a dozen ideas on how to reduce your gas expenses and keep on flying.
- With sticker shock recurring every time you gas up, and no downtrend in sight - does the conversion from Avgas to diesel make economic sense? AVIATION CONSUMER weighs the pros and cons - and comes up with a surprising answer.
- Going from steam gauges to glass cockpit requires transition training - but what kind? Do you pay \$249 or \$25 to master the Garmin 1000? You'll be surprised at our answer.
- Why spend \$6,000 on a panel-mount collision avoidance unit when you can get a portable one for \$700 - and it works! We tested it!

THE NEXT ISSUE OF AVIATION CONSUMER IS YOURS FREE!

I hope I've convinced you that AVIATION CONSUMER is a must-have addition to your flying library. But, just in case you still aren't sure, I want you to examine the next issue for FREE.

If you like it, you'll get the next seven issues for just \$19.97 - that's less than half the regular price. Less than ten cents a day for information that can save you thousands of dollars a year!

And, as long as you subscribe - you're guaranteed our lowest available renewal rates.

(Over, please)

FREE BONUS GIFT

With your subscription you get a FREE BONUS gift of AVIATION CONSUMER's **2007 Buyer's Guide**. This \$14.95 value gift, revealing our "Gear of the Year," is also packed with evaluations on headsets, GPS, engine rust control and oil analysis labs, to name a few. It's yours to keep, no matter what.

OUR GUARANTEE TO YOU

Once you've read a copy of AVIATION CONSUMER, I know you will want to read more. But, if after reading your FREE issue you don't want to continue, just write "NO THANKS" on our invoice and you won't owe us anything. We won't chain your prop!!

And, if at any time during your subscription you don't think you're getting your money's worth, you can cancel for a full refund on all unmailed copies. This is our GUARANTEE to you - complete satisfaction or your money back.

So, return the enclosed card and I will rush you your FREE issue of AVIATION CONSUMER. Then when you subscribe at the guaranteed rate of \$19.97 for the next seven issues, you'll receive your FREE copy of the **2007 Buyer's Guide** - a \$14.95 value gift.

What more can I say? If you want an honest, interesting and informative buyer's guide that can save you hundreds, even thousands of dollars - money better spent having fun in the air - then don't miss out on this opportunity to read and enjoy AVIATION CONSUMER for yourself.

Cordially,



Paul Bertorelli
Editor

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- P.S. Don't forget - your subscription to AVIATION CONSUMER also comes with FREE access to our web site where you can download for FREE, archived articles, airplane reports, **Gear of the Year** and much more.
- P.P.S. I just heard from our printer that we are running short on the **2007 Buyer's Guide** - If you hurry and return your subscription order today we can reserve your copy. You don't want to be without this handy guide.

From the Desk of

Dave Holmgren

Dear Fellow Pilot,

I've been involved in General Aviation for 38 years – as pilot, owner, insurance underwriter, broker, aircraft salesman and mechanic. I live and breathe aviation.

When I read my first copy of AVIATION CONSUMER, I was bowled over. This gem of a magazine is one of the best aviation publications out there. I just wish I could have subscribed to it early on in my flying career – I would have saved myself a ton of money and headaches. The straight-talk, no-holds-barred reports are a must-read for every owner/pilot.

I was particularly impressed by the fact that AVIATION CONSUMER does not accept any advertising money. They go out and buy the products – just like you and me. Then they test them, completely free of any undue pressure from the manufacturer. When I read one of their reports I am confident I am getting honest information.

I believe that as soon as you know flying is for you – you should subscribe to AVIATION CONSUMER. Even if you're not ready to buy an airplane or, you'll want to know what aviation products are out there. You're definitely going to need a headset. But which one? AVIATION CONSUMER's report on headsets will make that decision so much easier.

You have to subscribe to AVIATION CONSUMER – it isn't found on the newsstands. And you won't find it on the old magazine rack in the pilot's lounge – no subscriber throws it out, we hang onto them for years – some of us even put them in a three-ring binder for quick and easy reference.

You're being offered a FREE copy of AVIATION CONSUMER. Take advantage of it – you won't regret it.

Good flying,



Dave Holmgren
Pilot, A&P
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