

Beech Debonairs Become Bonanzas

While Beech Aircraft Corporation is expected to devote major attention to promoting sales of its corporate twins in 1968, announcements concerning two of the company's comparatively less-expensive models of the *Bonanza* and its lowest priced twin, the B55 *Baron*, were the talk of the manufacturer's annual "sales spectacular" held in Wichita, Kan., late in October.

The announcements:

1. The two single-engine *Debonair* models, the E33 and the E33A, with conventional tails, have been elevated to the status of *Bonanzas*, and now share that famous name with the butterfly-tailed V35A and the turbocharged version, the V35A-TC.

2. Price of the twin-engine B55 *Baron* has been reduced by \$4,000, from \$63,950 to \$59,950, a move which the company expects will make the B55 more competitive with the Cessna 310L and the Piper Aztec C.

In regard to the name changing of the *Debonair*, Larry Bell, manager of *Bonanza* sales, said, "We are selling four versions of the *Bonanza*," and "we might as well stop kidding ourselves." The difference is in the shape of the tail, he added. The V35's are the deluxe models and the E33's the economy versions. Suggested selling prices of the four are: E33 (225 h.p. engine), \$30,750; E33A (285 h.p. engine), \$34,150; V35A (285 h.p. engine), \$35,750; and the turbocharged V35A-TC (285 h.p. engine), \$40,950. The power plant in each is a Continental engine.

Major development in the corporate aircraft of the Beech line for 1968 is the third generation of the *King Air*—the Model B90. Useful load has been increased to 3,965 pounds and aircraft gross weight increased to 9,650 pounds from 9,300 pounds. The additional payload was achieved through increasing the structural integrity of the wing center section and installation of extended wing tips (which increases the

wing span by five feet). The *King Air* B90 carries a suggested selling price of \$442,000 compared to \$420,000 suggested price for the 1967 model.

Beech announced that it had captured 41% of the turboprop market and 21% of the total turbine-powered market with the *King Air* series, which was introduced late in 1964. A total of 315 units had been delivered up to the time the announcement was made.

Beech expects to have the new four-to six-place *Duke* certificated and in full production early in 1968. The new airplane with a cruising speed of 260 m.p.h., was test flown during the "sales spectacular."

First prototype of the previously announced Beechcraft 99 is planned for January, with deliveries scheduled for April. The *Airliner*, which will transport up to a crew of two and 15 passengers, will have a suggested selling price in the range of \$350,000 to \$415,000, depending upon operational requirements.

The over 700 Beechcraft dealers and distributors were told by Wyman Henry, vice president - marketing, that Beech's schedule for Fiscal Year 1968 called for the production and marketing of 1,300 aircraft during the 12-month period which started on Oct. 1, 1967, and ends Sept. 30, 1968, for a total of \$150,000,000. Total money value of utility aircraft produced by Beech in Fiscal Year 1967 came to \$139,000,000, which was an increase over the preceding year. The 1,300 units to be built during 1968 is broken down as follows: Beechcraft 99 *Airliner*, 43 units; *King Air* B90, 97 units; *Queen Air* B80, 36 units; *Queen Air* A65, 31 units; *Super H18*, 5 units; *Duke*, 62 units; *Turbo Baron* 56TC, 49 units; *Baron* D55, 140 units; *Baron* B55, 106 units; *Travel Air* E95, 11 units; *Bonanza* V35A-TC, 24 units; *Bonanza* V35A, 240 units; *Bonanza* E33A, 68 units; *Bonanza* E33, 96 units; *Musketeer Super*, 125 units; *Musketeer Custom*, 79 units; *Musketeer Sport*, 88 units. □