



# FOREWORD

## **OUR AIRCRAFT ARE ENDOWED WITH UNIQUE CAPABILITIES WHICH ONLY REAL-LIFE PHOTOS CAN ADEQUATELY CONVEY.**

The computer animations one sees so often simply do not have what it takes to bestow the required credibility on our products. Unprepared runways are no problem for our business jet, but who would believe a computer rendering? Real images have therefore been the preferred Pilatus choice from the outset. Our unique aviation photographs form the backbone of our marketing strategy worldwide.

Entirely as you would expect, our very Swiss attachment to quality is a top priority in our choice of photographs. Which is why we work only with the world's very best air-to-air photographers.

Jon Davison ranks amongst the very select band of photographers who have achieved the level of expertise we look for. Every air-to-air session requires meticulous attention to detail and thoroughly professional preparation. Interaction between the pilot crew and the air-to-air photographer must be nothing short of perfect. With so many years' experience, Jon is entirely capable of meeting our very specific needs.

His photographs perfectly capture and convey the emotions associated with our aircraft. He delivers exactly what we want in terms of visual results.

Pilatus currently has what must be one of the most extensive archives of air-to-air photos anywhere, with over 250,000 images taken all over the world. Jon Davison contributed to the creation

of many of these unique and valuable photographs. 'Plane Crazy' is a culmination of Jon's past activities. I am quite sure it is merely another chapter in his work for aviation photography. I fully expect Jon to continue to surprise us with his unique enthusiasm for aviation photography for years to come!

Jérôme Zbinden



Pilatus Aircraft Ltd  
Executive Assistant to the Chairman  
Stans Switzerland, April 2020



*Jérôme accompanied me on this photoshoot (opposite) of three Pilatus PC12's at a remote airstrip in Australia's Northern Territory. Because of the noise of the R44 and three PC12s nearby, he could not hear that I was yelling 'Jérôme, be careful, there is a Dust Devil! approaching you!'*