



An executive at Cessna's advertising agency, Ogilvy & Mather suggested "Citation" after the horse that won the Triple Crown in 1948. The parallels between the famous racehorse and Cessna's new jet were ideal. Both embodied exceptional performance, flexibility, handling, efficiency and appearance. "We feel we have a real thoroughbred and want the name to reflect it," Taylor said.

James B. Taylor, Vice President of Cessna March 1969.

First "Fanjet 500 unveiled October 7, 1968 at NBAA convention in Houston

The Legend of Cessna

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