



Aviation Business News Release

For interview availability, contact Rick Kamel, 312-775-8399 or 312-802-0455.

Business News Advisory

Sweet Spyder Spins a Web of Seduction in *Fuel the Fever* Promotion

Grand Rapids, MI – The freedom of the open road is a siren song that is outdone only by the call of the open sky. Now pilots have the opportunity to answer both, in the third annual Northern Air *Fuel the Fever* promotion.

Northern Air is giving pilots another opportunity to win a brand-new motorcycle—this time a Can-Am Spyder Roadster, valued at approximately \$18,000, in the *Fuel the Fever for a Sweet Spyder* promotion.

The Spyder Roadster is a three-wheel vehicle (two in the front, one at the rear) that offers the performance of a traditional motorcycle with the peace of mind of a convertible sports car. Powered by a Rotax® 990 V-Twin engine that produced 106 hp, the Spyder only recently became available in the United States. www.spyder.brp.com

Mark Serbenski, chief operating officer for Northern Air said, “Through the years the staff of Northern Air has cultivated great friendships with the thousands of pilots from across the country who have relied on Northern Air for their aircraft maintenance, fuel and support needs. In past years we gave them the chance to win a brand-new Road King Harley-Davidson cycle, top of the line ATV and the response was so enthusiastic that we just had to do it again. And what better way to show our appreciation than to give them the opportunity to win this remarkable vehicle.”

The *Fuel the Fever for a Sweet Spyder* promotion automatically enters pilots to win a new Roadster each time they stop in for jet fuel or Avgas at Northern Air. Northern Air is proud to be a Phillips Conoco Performance Center and is the premier FBO (Fix-Based Operator) located at the Gerald R. Ford International Airport (GRR).

For every fill-up between 1 to 499 gallons, the pilot receives one drawing entry per gallon purchased. Fill-ups between 500 to 699 gallons receive double entries, and fill-ups more than 700 gallons receive triple entries. What’s more, pilots who top off their fuel tanks receive double entries for their purchase. The Grand Prize winner will be drawn on Halloween, October 31, 2008, making the Spyder a sweet treat for one lucky pilot.

The eye-catching Spyder Roadster is sitting seductively in the Northern Air service center, wordlessly calling over pilots during aircraft refueling to see, touch, feel and imagine themselves on the open road.



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About Northern Air, Inc.

Northern Air is the primary FBO (Fixed-Based Operator) at the Gerald R. Ford International Airport in Grand Rapids, Michigan, and has been a proven leader in private aviation and flight support since 1946. Northern Air is proud to be a Phillips Conoco Performance Center. Northern Air has made every aspect of flying easier and safer for passengers, pilots and aircraft owners through its full-service offerings—from fueling, ground support and cutting-edge paperless maintenance services, to comprehensive detailing and refurbishing capabilities, to well over 50 years of aviation parts experience. Northern Air is a designated Cessna Customer Care Center, a factory-authorized service center and a dealer for Piper and Diamond aircraft. Northern Air’s leasehold includes more than 44 acres of land, 75,000 sq. ft. of heated hangar space, 103 T-hangars and more than 30,000 sq. ft. of office space. Contact Northern Air at 1-800-262-4953, www.northernair.net or via email at information@northernair.net.

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