

PRATT & WHITNEY LAUNCHES "GO BEYOND"

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Pratt & Whitney debuted "Go Beyond," its new brand platform, at the Paris Air Show, with advertising strategically placed throughout the show sharing the company's belief that flight is an engine for human progress. "Go Beyond" represents both the company's long-standing commitment to accelerating the technology of modern flight, and the "never stop solving" mindset of its employees.

"Over the course of Pratt & Whitney's 90-plus year history, one element of the culture has always stood out, and that is our dedication to pushing limits and 'going beyond' to find the next great innovative step forward," said Pratt & Whitney's President Robert F. Leduc. "We 'go beyond' for our partners, our customers, and most of all, for each other, because what we do results in people connecting with each other, economies benefitting from greater access to markets and trade, and ensuring militaries around the world are mission-ready. We take our responsibility seriously. Every day we touch people's lives who depend on the Pratt & Whitney engines in service today, and it is a singular honor for everyone at Pratt & Whitney."

Pratt & Whitney's new advertising focuses on the core missions of connecting people, growing economies and helping to protect the world.

"Pratt & Whitney employees consistently 'go beyond' to find ways to make aircraft engines faster, stronger, quieter and more efficient across our diversified portfolio," said Susanne Reed, Pratt & Whitney's vice president of Communications. "The success of being selected on many new aircraft

programs is what continues to give us purpose. Our brand platform reflects that shared purpose and mission of everyone at Pratt & Whitney, and it also reflects the result of our intent – the fact that we are the engine of choice not just today, but in the future, and we will continue to go beyond for our customers, whether it is in data analytics for better predictive maintenance or developing the next suite of services."

Image result for Pratt & Whitney Go Beyond

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