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KLAUS TRITSCHLER, FORMER CREATIVE DIRECTOR AT BMW GROUP DESIGNWORKSUSA, JOINS ICON AIRCRAFT AS VP OF DESIGN



LOS ANGELES, CA – February 3, 2011 – ICON Aircraft, an early-stage, Light Sport Aircraft (LSA) manufacturer, today announced Klaus Tritschler, former Creative Director at BMW Group DesignworksUSA has joined the company as Vice President of Design.

Klaus Tritschler joins ICON Aircraft with over 16 years of experience in premium design and a passion for powersports. Before joining ICON, Klaus was an integral part of the creative leadership at BMW Group DesignworksUSA, voted the most innovative company in design by Fast Company Magazine 2010. As Creative Director, Tritschler collaborated with some of their largest global transportation design clients including BMW Motorrad, executive jets and luxury yachts. After spending one year at the BMW Headquarters in Munich designing the award-winning F800S and ST, Klaus led his team in developing strategy and quality design solutions resulting in several prestigious design awards from projects such as the Embraer Phenom 100 and 300 jets.

“Since the company’s start, we have been driven to create world-class, inspiring designs,” said Steen Strand, ICON’s Co-Founder and Chief Operating Officer who also previously led design at the company. “With Klaus on the team we are raising the bar even higher. His passion and deep experience will ensure that the production A5 will be a truly historic aircraft.”

Tritschler will be responsible for ICON’s design direction across all consumer touchpoints, from the details of the A5’s production interior to the implementation of the company’s brand in its marketing efforts.

“There are brands that stand for great design in motorsports, like Ducati or Ferrari,” said Tritschler. “ICON is going to be that brand for sport aircraft. I’m extremely excited to join this amazing company.”

Klaus received his Design Diploma from the University of Wuppertal, Germany, in 1993 and began his design career at Johnson Controls’ Automotive Division before moving to California in 1994. An avid motorcycle rider and outdoor enthusiast, Klaus is keen to add flying sport planes to his passions.

The estimated base price of the ICON A5 is \$139,000 and orders are now being accepted at www.iconaircraft.com with a refundable \$5,000 deposit. Deliveries are scheduled to begin in late 2011. For more information, visit www.iconaircraft.com.



ABOUT ICON AIRCRAFT:

ICON Aircraft is a consumer sport plane manufacturer founded by Kirk Hawkins and Steen Strand while at Stanford University shortly after the Federal Aviation Administration (FAA) enacted regulation changes in 2004 that created the new sport flying category. Kirk is an engineer, former U.S. Air Force F-16 fighter pilot, and graduate of Stanford Business School. Steen, a former investment banker and Harvard graduate, holds a Masters in Engineering from Stanford in Product Design and is a serial entrepreneur. A privately funded company, ICON Aircraft's base of operations is in Southern California, which is a hotbed for automotive design and aerospace engineering.

ABOUT FAA LIGHT SPORT AIRCRAFT & SPORT PILOT CLASSIFICATIONS:

In 2004, the Federal Aviation Administration (FAA) created a new classification of easy-to-fly and affordable two-person planes called Light Sport Aircraft that enable a new classification of Sport Pilots to fly in uncontrolled airspace during the daytime and in good weather. The Sport Pilot License focuses on the fundamentals of flying and requires a minimum of 20 hours of in-flight training, which is half the time and cost of a traditional Private Pilot License. The Experimental Aircraft Association (EAA) described the new rules as "the biggest change in aviation in 50 years."

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