APPENDIX G

SAMPLE ADVERTISEMENTS

No matter how you want to frame it...
DCNS. A world leader in naval defence.

DCNS. (2016) espritdecorps 23, 9, pp 11.
C295W: MISSION READY FOR CANADIANS

Most proven. Most reliable. Most Canadian.
The C295W is the market leader with over 165 aircraft sold in 23 countries. It is proven in the toughest conditions, be it the Arctic, at sea, or in the mountains, and its missionized SAR variant is already saving lives around the world. Canada's C295W will be supported by a partnership with PAL Aerospace. Plus, the C295W offers the best industrial benefits for Canada, creating sustainable, export-oriented jobs. This includes engines made by Pratt & Whitney Canada and training by CAE. Operationally and industrially, the C295W and Airbus Defence and Space is the right FWSAR choice for Canada. Find out more at www.c295.ca
