For MacNeil Automotive, There’s “No Plane, No Gain” Without Milwaukee

For MacNeil Automotive Products Ltd. and owner-founder David MacNeil, the company’s Citation CJ3 is as vital to doing business as the machining centers that create tooling to manufacture precision-fit floor mats, bed liners, mud flaps and other car, truck and SUV accessories.

“The way to really close deals and make things happen is being there in person,” says MacNeil, who is single-pilot rated in the Citation and makes about 14 flights a month. “The most efficient way, by a wide margin, of being there in person is using a business aircraft.”

“A Reliable Partner In Flight
The CJ3 is MacNeil’s fourth Citation since 2003, and the company puts about 300 to 350 hours a year on the aircraft, flying to find new customers, visit existing ones, obtain training and to make presentations of its many products.

When it comes to service on the aircraft, 100 percent of it is done at Cessna Citation Service Centers and 95 percent of that is at the Milwaukee Cessna Citation Service Center.

“I wouldn't buy a new airplane from Cessna if they didn’t have a program to fully support them,” MacNeil says.

He is “beyond pleased” with the Milwaukee Center. “I walk in there and I’m treated like family. They’re a group of consummate professionals. They deliver exactly what they’re supposed to deliver, and that is excellent, comprehensive, scrupulous maintenance on my aircraft. It’s meticulously cleaned and delivered back on time.”

“We've never canceled a trip because of a mechanical problem,” MacNeil says.

The aircraft is covered by ProService and ProParts, and it's provided a satisfying and smooth experience.

“I bring it in, they fix everything, and I don’t worry about the bill,” he says. “It’s pretty simple.”

When Your Products Must Absolutely Be There
MacNeil Automotive Products does something that is somewhat unusual these days: It buys, engineers, builds tooling for, and manufactures automotive accessories right here in America.

The company and its founder take pride in that American-made commitment and the products that result from it, as a glance at MacNeil’s website, www.weathertech.com, attests. The company's growth has come, in part, by filling gaps in its customer base. Using the CJ3 to fly to sales presentations is a big part of that strategy.

“The last thing you want to do is show up without all your materials in hand after you’ve spent months or years cultivating a relationship,” MacNeil says.
“We’re able to load up the Citation with a lot of items for the presentation – displays, actual samples, and so forth,” he adds. “We’re guaranteed that they arrive exactly when we arrive.”

“The company’s products are precisely and professionally made, and customer sales and service require the same attention,” he says.

**Putting The Family First**

Running a business and flying keep MacNeil plenty busy, and his Citation helps him, a single father of three teenagers, spend time with his family. He has a second home in Colorado and he and his kids spend quality time in the mountains there.

“We like to mountain bike, we like to ski; we like all the outdoor activities out there,” MacNeil says of his sons, ages 18 and 16, and daughter, 14.

The time savings reaped from the Citation – direct flights to training and business meetings, not having to sit around airports – benefit the senior executives, middle managers and other MacNeil employees who use the aircraft. “It’s far better to be spending the evening watching a Little League game than to be spending the night in a hotel far from home,” he says.

With that commitment comes responsibility and the Cessna Citation Service Centers help fulfill it.

“When you’re putting your family, friends and employees on an aircraft, it’s imperative to know that the people that are servicing your aircraft don’t take any shortcuts, and they follow the service requirements to the letter,” MacNeil says. “If you’re concerned as much as I am about this, there’s really only one answer, and that is bringing your Citation through the Citation Service Center in Milwaukee.”