AVIATION PIONEER BELL HELICOPTER REBRANDS TO “BELL”, REFLECTING EXPANDED VISION FOR THE FUTURE

INDUSTRY LEADER IN ADVANCED TECHNOLOGY AND INNOVATION MODERNIZES ITS IDENTITY

Fort Worth, Texas (February 22, 2018) - Bell Helicopter, a Textron Inc. (NYSE: TXT) company and major global aircraft manufacturer, revealed today it has rebranded to be known as simply “Bell.” The new brand strategy and modernized logo are rooted in the company’s focus on innovation and customer experience. Bell will roll out the rebrand over the next year.

“BELL HAS ALWAYS BEEN ABOUT MORE THAN JUST HELICOPTERS. OUR TEAM HAS SPENT THE PAST 80 YEARS PUSHING THE BOUNDARIES OF FLIGHT, AND NOW WE WILL ACCURATELY REFLECT THAT QUEST,” SAID PRESIDENT AND CEO MITCH SNYDER. “THE LOOK CAPTURES OUR INNOVATIVE SPIRIT WITHOUT DETRACTING FROM OUR CORE MISSION OF PROVIDING SAFE AND UNSURPASSED EXPERIENCES TO OUR CUSTOMERS.”

The most notable update, aside from its brand name change, is a new logo. Bell wanted to highlight the tenacious pursuit of flight with its depiction of a dragonfly, while grounding the logo with a shield to illustrate the company’s stellar reputation in reliability and quality. “The dragonfly can take off and land wherever it wants, fly quickly and efficiently in any direction, and hover at will. It represents the mastery of flight, something Bell strives to achieve,” added Snyder.

Bell teamed up with FutureBrand, a global strategic brand and design consultancy, to complete its first rebranding since Textron Inc. purchased the defense businesses of Bell Aircraft Corporation in 1960 some of which became Bell Helicopter. The process, which began in the summer of 2017, helped refocus the company’s communications to more accurately reflect how employees go above and beyond to bring the experience of flight to customers.

“This rebrand is not just about a new logo,” said Snyder. “We chose to do this because we see ourselves at the forefront of technology. We believe this refresh embodies the idea that we can make the vertical dimension more accessible.”

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About Bell

Thinking above and beyond is what we do. For more than 80 years, we've been reimagining the experience of flight – and where it can take us.

We are pioneers. We were the first to break the sound barrier and to certify a commercial helicopter. We were aboard NASA's first lunar mission and brought advanced tiltrotor systems to market. Today, we're defining the future of on-demand mobility.

Headquartered in Fort Worth, Texas – as a wholly-owned subsidiary of Textron Inc., – we have strategic locations around the globe. And with nearly one quarter of our workforce having served, helping our military achieve their missions is a passion of ours.

Above all, our breakthrough innovations deliver exceptional experiences to our customers. Efficiently. Reliably. And always, with safety at the forefront.

About Textron Inc.

Textron Inc. is a multi-industry company that leverages its global network of aircraft, defense, industrial and finance businesses to provide customers with innovative solutions and services. Textron is known around the world for its powerful brands such as Bell, Cessna, Beechcraft, Hawker, Jacobsen, Kautex, Lycoming, E-ZGO, Greenlee, Textron Off Road, Textron Systems, and TRU Simulation + Training. For more information visit: www.textron.com.

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