



**\*\* FOR IMMEDIATE RELEASE \*\***

**ROBYN EAGLES APPOINTED HEAD OF GLOBAL MARKETING AND COMMUNICATIONS AT  
ROBINSON HELICOPTER COMPANY**

**Company Sets Sights on Transformative Growth via Marketing, Branding, and Dealer Network Enhancements**

**TORRANCE, CA – DECEMBER 12, 2023** – Robinson Helicopter Company, a global leader in civilian rotorcraft, appoints Robyn Eagles as head of global marketing and communications. Eagles, an experienced marketing and communications professional with more than 25 years of experience in the advanced mobility sector, takes over the role previously held by Terry Hane. In this position, Eagles will oversee brand strategy, marketing, public relations, global dealer relations, and sales for Robinson Helicopter Company.

Kurt Robinson, President of Robinson Helicopter Company, expressed his confidence in the new appointment, stating, "The addition of Robyn Eagles reinforces our commitment to our dealers and customers that have supported our business for more than 50 years. Her leadership and executive experience will drive new marketing strategies as we continue our ambitious growth."

Throughout her career, Eagles developed innovative strategies for Kelley Blue Book, Honda, Acura, TuSimple, and Skyrise, spurring growth, awareness, and market dominance. Eagles' appointment marks another step forward in Robinson Helicopter Company's efforts to solidify its position as a preferred supplier in the vertical aviation sector.

"Robinson Helicopter Company has earned its outstanding reputation by engineering products that excel in challenging missions. It is a privilege to lead the company's communications efforts and develop deep relationships with our global dealer body," remarked Eagles. "I look forward to growing the Robinson Helicopter brand through programs and strategies engaging our global network of dealers, customers, and stakeholders."

**About Robinson Helicopter Company**

For more than 50 years, Robinson Helicopter Company has been at the forefront of the helicopter industry by delivering safety-enhancing technologies including OEM-designed crash-resistant fuel cells, 4K cockpit video cameras, autopilot systems, and NVG-compatible cockpits. Robinson is committed to developing, manufacturing, and supporting the most reliable and efficient helicopters in the industry. For additional information, visit [www.robinsoneheli.com](http://www.robinsoneheli.com).

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