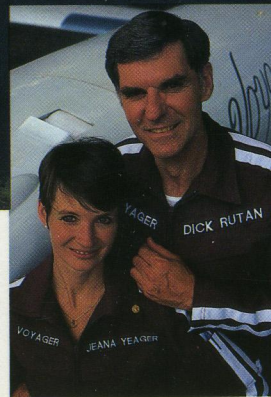


# JEANA YEAGER AND DICK RUTAN

WITH PHIL PATTON

# VOYAGER




The first full account of the daring and pioneering aeronautical adventure, written by the man and woman who made it happen. They tell their own stories and how their six-

year dream of Voyager was fulfilled—the designing, the building, and the triumphal nine-day flight of the first plane in history to circum-navigate the globe nonstop, without refueling.



a golden opportunity to revive the romantic spirit of aviation. “The *Voyager* project,” he wrote in an aviation magazine, “has the potential to have the same effect on the aviation industry today that Lindbergh had in 1927.” He could not understand, he added, why the aircraft industry, which would benefit so much from the success of the flight, did not form a pool to provide funds to finance it. Each company’s contribution would be barely an eyeblink in its budget.

The National Air and Space Museum is the world’s most popular: fifty thousand people a day enter its doors—a potential audience any number of marketers could use. Walter Boyne wrote a letter to a major oil company, calling the chance to support the project “the opportunity of a lifetime.” Dick figured a letter like that—the endorsement of the director of the leading aviation museum in the world—was practically worth its weight in gold. But the company curtly declined—only later did they come on as a sponsor, supplying the synthetic oil and fuel for the testing and flight—and other corporations found the appeal equally easy to resist.



We also approached major American corporations in areas not directly connected with the airplane, seeking support equipment and sponsorship money. Chrysler Corporation built an automobile called the *Voyager*, so we talked to people there. A fellow named Paul Sheridan, who worked on advanced engines for Chrysler, had come out to talk to us about composite power plants. He understood the technical innovations involved in *Voyager* and became our supporter within the company. He recommended us to all sorts of his higher-ups within Chrysler. We requested the use of a couple of the *Voyager* vans for badly needed ground support, and Chrysler’s logo would be visible on them, but we kept getting polite rejections from all of them, right up to vice-president.

Our request finally reached Lee Iacocca himself, a man (we figured) who, by his reputation, at least, would have been eager to support a project like *Voyager*, which boosted American technology, daring, and enterprise. But Iacocca declined: he did not, he said, want to overrule the decision his vice-presidents had made—that’s what they were paid for. Paul later sent us a whole file of the letters and memos involved in our request, each of them stamped with all sorts of cover-your-ass “date received” and “cc” stamps.

While we had numerous contacts from overseas auto firms, we wanted as much as possible to link up with American industry. But after searching for a year and a half, we still couldn’t find any interest among the American auto companies, and we accepted the sponsorship of Audi. We instantly fell in love with the cars they provided. They were a far cry from the old





DICK RUTAN / JEANA YEAGER

# VOYAGER AIRCRAFT, INC.

October 5, 1986

Mr. Paul Sheridan  
Chrysler Corp.  
CIMS 415-03-08  
Oakwood Blvd.  
Detroit, MI 48288

Re: Voyager Project

Dear Paul,

It was with great regret that I informed you of the lack of need for further negotiations between our two companies. I say regret, because Dick, Jeana and I are perfectly aware of the effort and understanding you put into a presentation on behalf of the proposed association. Whilst we are absolutely happy with our arrangements elsewhere, it is a great pity that the spirit and letter of your personal appreciation of the Voyager Project could not have been taken further with success at Chrysler.

Therefore, in recognition of your efforts, we would like to formally invite you to attend the take-off and landing of the Voyager. The timing of such a trip will be evident from the media blitz forthcoming. I enclose a car pass and a "Contributor's Badge" for your personal use.

Looking forward to meeting with you, and again assuring you of our appreciation of your efforts on Voyager's behalf, I remain,

Yours sincerely,

Peter Riva  
Director  
Marketing & Public Relations

cc. D. Rutan, J. Yeager.





# Inter Company Correspondence

Telephone (J0826.1PVS)      Date AUGUST 27, 1986

To — Name & Department		CIMS Number
J. A. CAMPANA	VICE PRESIDENT SALES AND MARKETING	
From — Name & Department		CIMS Number
PAUL V. SHERIDAN	COMPONENT DEVELOPMENT STRATEGY	415-03-08

Subject

## VOYAGER AIRCRAFT PROGRAM

Peter Riva of I.T. Inc. sent me VHS tapes of recent significant coverage of the subject which I had promised to pass on to you (and possibly others). Highlights on the tape include:

- Coverage by every TV news program from "20/20" to "Good Morning America" to every major nightly news show.
- Coverage of ABC's "Person of the Week" award selection, Burt Rutan; designer of the Voyager aircraft.
- Johnny Carson's "Tonight Show".

Though the tape is a little long (with the audio missing for the first few minutes [?]), it does drive home the media impact this aircraft/event has/will continue to have.

My information has it that Toyota is "very anxious" to complete the sponsorship arrangements with Voyager (recently hosted Rutan/Yeager/Riva in Tokyo, etc.); Ford, GM also pursuing.

Voyager, as you could probably guess, would greatly prefer to be in association with a major American company as opposed to a foreign company. Mr. Riva has indicated that he would be willing to discuss the subject in person sometime next week (September 4-5).

At this point, no final sponsorship arrangements have been made with a World Flight tentatively scheduled to take place mid-September. Perhaps it wouldn't hurt to host Mr. Riva as have our competitors. Obviously, as one of the original instigators of the Voyager sponsorship idea, I continue to feel that it could have significant marketing/merchandising implications for Chrysler in general, and the Voyager van in particular. Your comments are welcome.

Paul V. Sheridan  
6-0341

PVS/jat

Attachments

June 4, 1985

Mr. Lee Iacocca  
President  
Chrysler Corp.  
12,000 Chrysler Drive  
Highland Park  
Michigan

Re: VOYAGER AIRCRAFT

Dear Mr. Iacocca,

As a last-ditch effort, I am writing you to brief you on the above project.

A home-spun, all American, grass roots project to circumnavigate the globe without stop, without refueling, by two very personable (and talented) Americans, in a plane named VOYAGER that the Smithsonian will hang next to Lindburgh's Spirit Of St. Louis, did not meet even the minimal criteria for Chrysler involvement via the Plymouth line.

Mr. Doug Simmons of the ad agency Kenyon & Eckart was very positive and enthusiastic. Mr. Paul Sheridan (building your plastic materials engine) was and is very supportive.

Twice we have been turned down on the project as a whole, Once by Mr. Bitanti and once (in my case) by Mr. Jim Jandasek who seemed very reluctant to have to do so.

Our project is wide open to all levels of participation. It is in the hope that good sense can prevail through you, Sir, that I write and send you details. I cannot believe that Chrysler does not want to tie-in with the project (especially due to the name). The foreign car manufacturers have a more progressive attitude towards our project's image of product and technology innovation coupled with human achievement. I would like to, at least, have a serious in-depth discussion with Chrysler before I turn it over to the three Japanese manufacturers who have, without your benefit of documentation, relying on their own investigation, made substantial offers. In cash.

Trusting that you will return the enclosed materials if not of interest within two weeks, I remain,

Yours sincerely,

Peter Riva  
President  
I.T.Inc.



February 5, 1985

Mr. Dick Rutan  
Voyager Aircraft, Inc.  
Hanger 77  
Mojave, CA 93501

Dear Mr. Rutan:

I have received your letter and background data depicting your history-making adventure. We at Chrysler commend your efforts and the excellent standards you wish to attain.

We had to accomplish similar goals and efforts in Chrysler's history-making turnaround.

It's programs such as the Voyager flight created by pioneers, like yourselves, that have kept America a leader in today's world.

The detailed report you forwarded to me was in turn reviewed by our committee for consideration.

I'm sorry to inform you that Chrysler will not be able to participate in your program. We are allocated limited funds and a limited number of vehicles for the calendar year to be used in various promotional tie-ins, displays, exposure programs, etc. Our 1985 commitments preclude our involvement in your proposal.

Again, we appreciate your interest in considering Chrysler as a participant in your efforts and we wish you success in your flight.

Sincerely,

CHRYSLER-PLYMOUTH MERCHANDISING

A handwritten signature in black ink, appearing to read "L. M. Bitonti".

L. M. Bitonti  
Plymouth Sales Promotion Manager

LMB/jag





# Inter Company Correspondence

Telephone

0341

Date

October 31, 1984

To — Name & Department

CIMS Number

F. B. Whelan

Chief Engineer, Components Planning

416-22-50

From — Name & Department

CIMS Number

Paul V. Sheridan

Analyst, Components Planning

416-22-50

Subject:

## VOYAGER AIRCRAFT/VOYAGER VEHICLE SPONSORSHIP

As a result of my interest in advanced materials, I recently spoke/wrote to Mr. Dick Rutan and Jeane Yeager of Voyager Aircraft, Inc. This aircraft project has the mission of accomplishing what has never been done in history: non-stop, non-refueled circumnavigation of the globe! To accomplish this task, the Voyager is made almost entirely of advanced composite materials (as briefly described in the attached materials). This project is obviously of historical significance and as a result has been publicized through at least the following media:

- . Nova (Public Broadcasting TV program)
- . Aviation Week and Space Technology magazine
- . Popular Science
- . Popular Mechanics
- . Hot Rod Magazine
- . Major U.S. and foreign newspapers and newsmagazines

Among the many ideas discussed between Mr. Rutan and I, one idea could have direct and fortunate benefit for the Chrysler Corporation: the provision of Voyager vans/wagons for use by the Voyager Aircraft project personnel. With the previous and most likely continuation of media coverage, I feel that a Voyager/Voyager relationship would provide international exposure for our T115 vehicle. Please see attached letter of October 23.

I think this is a significant marketing opportunity and ask for your assistance in assuring that this idea is properly evaluated by the appropriate personnel at Chrysler. Obviously I volunteer with any additional assistance needed for evaluation/implementation.

Paul V. Sheridan

attachments

cc: J. M. Hossack

1031.1PVS

RECEIVED

OCT 31 1984

J. M. HOSSACK





DICK RUTAN / JEANA YEAGER

HANGER 77  
MOJAVE, CALIFORNIA 93501  
(805) 824-4790

23 October 1984

Paul V. Sheridan  
Chrysler Corporation  
P.O.Box 857  
Detroit, MI 48288

Dear Mr. Sheridan:

We appreciate your letter and like the idea of the Polimotor, but for this project we would feel much more comfortable with an aircraft engine considering the flight is approximately 98% over water.

Perhaps the Polimotor would be more suited to one of our future projects, such as a type of race plane where we would have wider margins and more time to work with new engine ideas.

The Chrysler Corporation, however, could be of service to the project. The company VOYAGER AIRCRAFT, INC. is in need of company vehicles and when the time comes, vehicles will be needed as transportation for the VOYAGER Mission Control personnel and associated people who will be headquartered in the Smithsonian Air and Space Museum in Washington, D.C. Something like Buick with their "Official" car for the Rose Bowl. Of course, we rather like the Voyager Vans, especially the name. It would most definitely provide one of our project needs and would be beneficial to the Chrysler Corporation as well.

We would like to discuss this possibility with you or with someone you recommend. We look forward to hearing from you soon.

Sincerely,  
VOYAGER AIRCRAFT, INC.

Dick Rutan and Jeana Yeager

JY/kg

22351 Columbia  
Dearborn, MI 48124  
(H) 313/562-1999  
(O) 313/956-0341

September 20, 1984

Mr. Dick Rutan/Ms. Jeane Yeager  
Voyager Aircraft, Inc.  
Hangar 77, Airport  
Mojave, CA 93501

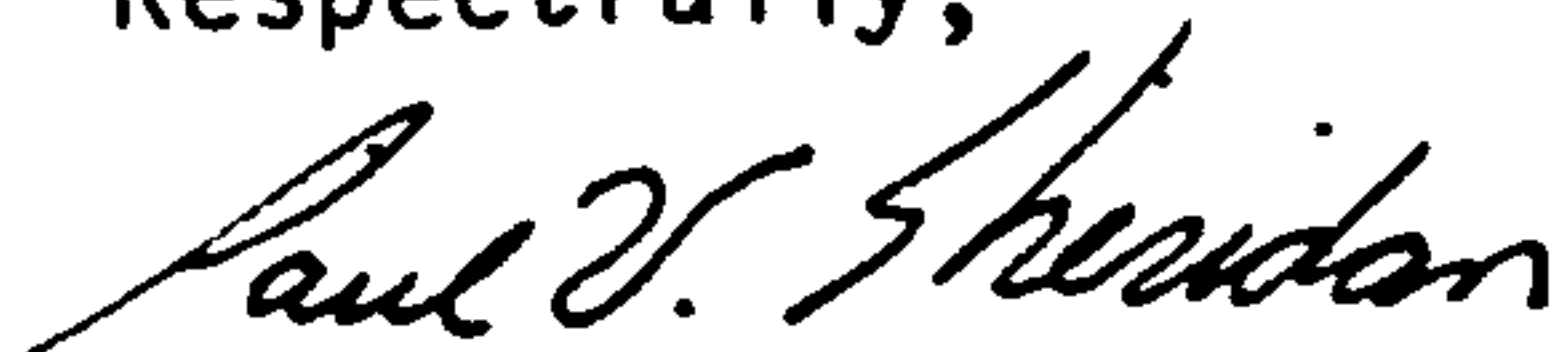
Dear Mr. Rutan:

It was a pleasure to speak with you last week and share ideas in regard to the use of advanced materials in aviation, specifically powerplants. In this latter respect, I have included for your review copies of Amoco's Torlon literature. It is this material that is being extensively used in the Polimotor Research Inc. racing engines.

I have worked with Mr. Matthew Holtzberg (President of Polimotor) for nearly four years on this project, and I am a crewmember on the Polimotor/Amoco race team. Matty is campaigning a 2.0 L four-valve, inline four cylinder engine that is capable of 300+ horsepower in the 9,000 rpm range. This motor has seen rpm levels as high as 14,000. As I mentioned last week, this is still in the development/test bed phase, but the design is based on a production engine that typically weighs 450+ pounds ... Matty's engine weighs 168 pounds.

Obviously I appreciated receiving the Voyager literature and am extremely interested in the success of the Voyager program. Matty will be here (at Chrysler Corporation) today to attend a meeting with advanced materials, manufacturing, and engine engineers; along with advanced planners such as I, to discuss the production feasibility of the Polimotor concepts. I will share the Voyager literature with Matty at that time in your behalf. Again my sincere appreciation and well wishes to you and yours.

Respectfully,



Paul V. Sheridan

enclosures

0920.1PVS