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THE LONG AND THE SHORT OF IT.



The C-17 Globemaster III is the world's most versatile airlifter, performing a vast complement of strategic and theater ops missions. It can fly payloads up to 160,000 lbs. around the world without fuel stops, land in 3,000 ft. or less, and load/offload with virtually no ground support. An ideal combination for long range theater operations and any mission where turn time is critical. It's what makes the C-17 like nothing else, by any measure.



*This ad, the first in a developing campaign, reinforces the value of the C-17 Globemaster III as the world's premier military airlifter for defense uses by broadening awareness of its unique combination of tactical and strategic capabilities. Aimed at both domestic and international audiences, this ad specifically juxtaposes the C-17's ability to fly long-range missions with its ability to land on short, semi-prepared runways. Both characteristics are key advantages over competing products.*