

PIEDMONITOR

News about Piedmont. The Up-And-Coming Airline.

New seats give 737-200 fleet fresh look

By late fall, our fleet of 737-200s will have interiors as modern as our new 737-300's.

All 63 737-200s are being outfitted with brand new seats in a color scheme similar to the new 300's and brand new state-of-the-art seats as well. The new look will also add 378 more seats in our existing fleet with no sacrifice of customer comfort. It is a major undertaking — for Maintenance and Engineering, in particular — but one that will pay for itself in the long run.

"We were faced with major overhaul expenses on the older seats currently installed on 42 of our 737-200s," Gordon Bethune, senior vice president-operations, said.

"Twenty-one of our 737s al-

ready had the new, lightweight seats, but we had not added another row in these aircraft because we did not want two different seating configurations for the same aircraft."

Additionally, the FAA also has recently issued a new regulation requiring airlines to provide additional fireblocking protection to all aircraft seats.

"By 1988, all foam cushions must be enclosed in a new protective fabric which is being put between the foam and the outer material," Ed Shockley, director-engineering, said. "We are one of the first airlines in the industry to comply with the fireblocking regulation since all of our new 737-300s are being delivered with this protective material installed.

This major fleet modification on the 737-200s gives us the opportunity to add the new fabric and new cushions as well on these aircraft."

Bethune added: "When we looked at all these factors, we determined we could best meet all of our needs by changing the interiors on the entire fleet."

benefits

The benefits will be numerous. Because the new Fairchild Burns seats weigh considerably less than the older model, we will save, on an annual basis, \$200,000 in fuel costs even though we're adding more seats.

And the new seats are less bulky than their predecessors, so without changing the seating

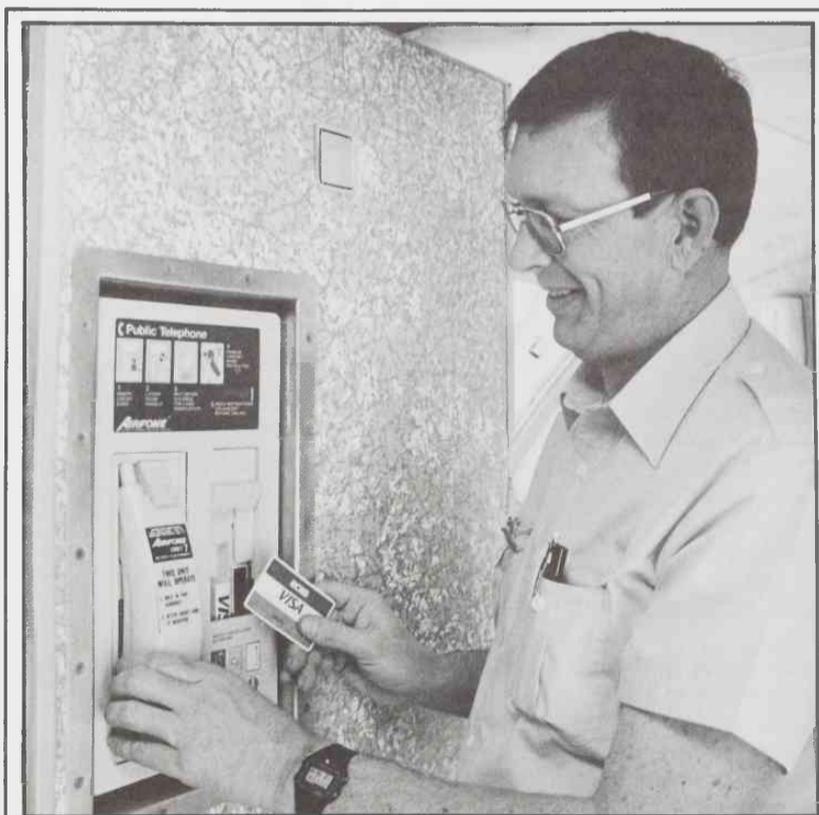
comfort or pitch, another row or six more seats can be added to each aircraft.

"The interiors will have a more pleasing look," Bethune said.

"The new seats require different covers so we decided it's an opportune time to update the interiors as well. We couldn't use the red, white, and blue motif we're putting on the 737-300s because that would have required replacing the present beige side and overhead panels with white panels, and the cost would have been prohibitive.

"But we're using more contemporary fabrics and colors on both the seats and the floor to give the interiors a more updated look."

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Avionics Foreman R.W. Wood, INT, checks out one of the air-to-ground telephones he helped install on our long-range 727-200s recently.

Ten airlines are now flying with telephones provided by Airfone, Inc., a company based in Chicago. The air-to-ground service was launched last October and use has risen to more than 4,000 calls a day. Passengers can insert their

credit cards in a slot by the phone then take the phone to their seats to make calls. The cost is \$7.50 for three minutes.

Not only do the telephones provide us with another service for passengers, the system is revenue-producing. Piedmont receives a percentage of the revenue based on the total number of calls per aircraft.

AA, People Express head Rush to compete with PI

"The Competitors are coming! The Competitors are . . ."

As a matter of fact, the Competitors aren't just coming — they're here!

In recent months, here are some examples of new competition we've seen added against our system and some new services we expect to see before the end of 1985:

AMERICAN AIRLINES — Already in the Charlotte, Charleston, S.C., Columbia, Greenville/Spartanburg, Greensboro/High Point/Winston-Salem, Fayetteville, and Raleigh/Durham markets, American has also announced that they are coming to Richmond and Norfolk soon. We would not be surprised to see them return to Dayton.

PEOPLE EXPRESS — Already in CVG, GSO, and CAE markets, they have announced intentions to begin service to CLT, RDU, and DAY later this year, and perhaps service from North Carolina to Florida as well.

UNITED AIRLINES — In addition to its prior presence at CLT, RDU, and GSO, United has expanded into SAV, CAE, GSP, CRW, and LEX.

That's a lot, but there's more. Our long-time major competitors, Eastern and Delta, have also been

entering into agreements with commuters. ASA, Eastern Metro, and Atlantis have all tied into the hubs of these trunks at Atlanta or Charlotte offering single carrier code service in competition with Piedmont. Air Virginia has also tied into the American Eagle system.

And Pan Am, if its proposed sale of its Pacific routes and assets goes through as expected, has already announced its intentions, that is to become a major factor in the eastern third of the United States, right across Piedmont's strength. A Dulles hub would be at the center of this system.

While quiet about it, USAir has been building a new hub, small but highly-competitive with our Baltimore/Washington hub, at Philadelphia. Four times a day USAir has banks of seven aircraft on the ground simultaneously,

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Special Bulletin

Piedmont will delay entry into White Plains, scheduled for June 1, indefinitely. Instead, we will begin service to Worcester, MA, on the June 1 schedule. See page 3 for details.