

around Piedmont

Piedmont takes delivery of the fleet's second and third 737-300s this month. These aircraft will enter service June 1. Two more 737-300s will arrive in June and enter the system July 1. We have been able to speed up delivery on two more 737-300s originally scheduled for delivery in early 1986 so that by December of this year we will have 10 of the new aircraft in our fleet. The first three aircraft are all coach. The next five will have first class sections, and the last two will be all coach.

Schedule Highlights

We will have 172 departures daily at our CLT hub on the July 1 schedule. In addition to two new nonstop, round-trip flights to MSP (Minneapolis/St. Paul), additional trips will be added to CAE, DTW, EWR, GSP, PHL, and BNA. The new service is aimed at building our mid-morning and early evening pushes at CLT. On the new schedule we will offer 21,722 seats daily at CLT.

Our service at CAE has increased dramatically in recent months. In May we added four nonstop, round-trip flights to EWR. On July 1, a third flight will be added to CLT, increasing the total number of flights daily at CAE to eight.

At DTW — where we have one of the best load factors on our system — the new flight to CLT will give this station three nonstop, round-trip flights daily to our largest hub in addition to three BWI trips.

On July 1, we will offer over 6,000 seats daily at EWR where we will have 48 departures on the new schedule.

GSP will have four daily departures, PHL, 15, and BNA, 10 on the new summer schedule.

At our BWI hub, we will have 77 daily departures in July (8,570 seats) and CRW's departures will grow to 13 when this destination

is linked to our BWI hub.

DAY will remain at 59 departures for July (7,472 seats).

On July 1, ROA will get a new nonstop, round-trip flight to ORD, increasing departures at ROA to 21. ORD's departures will rise to 20.

Piedmont and Jetstream International, a commuter based in Erie, PA, have entered into a joint airline marketing program. On May 1, the airline inaugurated two flights daily between Erie and Dayton and on June 1, the commuter will add three flights daily between Erie and BWI. Henson will handle Jetstream at BWI and we are handling the commuter's flights at DAY, Jetstream will continue to fly under its own name and colors.

On June 1

number of departures: 907
miles flown daily: 332,138
ASMs (available seat miles): 41,047,046
number of aircraft in scheduled service: 110
number of block hours flown daily: 1,023
average aircraft hop: 366 miles

Facilities

Our new baggage claim area has opened at MYR and the new ticketing lobby is being renovated and should be completed by July 1.

We're growing again at RDU. We will soon acquire new gate facilities formerly used by New York Air. By the end of the year we will have three additional loading bridge gates and holdrooms and support areas. This will give us seven gates at RDU.

Catering

This summer our Catering Department has prepared several delicious new menus for our passengers traveling in first class. Passengers can choose from two new dinner groups. The first includes filet mignon au poivre, cornish hen, or roast baby lamb



Our Avionics Shop at GSO (above) is one of nine Piedmont locations to receive a special award from the N.C. Department of Labor for outstanding achievement in on-the-job safety. During 1984 the shop, which employs over 40 people, accumulated 193,200 man-hours without an injury. This is the second year in a row the shop has received a safety award.

Other locations to receive awards include AVL, ILM, ISO, RDU Maintenance, and the Avionics Shop at INT. In addition, three locations in our General Aviation received awards. They are INT-Line Service, INT-Radio, and CLT-Fixed Base.

rack. On the second cycle we provide filet mignon bordelaise, breast of chicken cordon bleu, or lobster thermidor. For breakfast, passengers in first class can order a cheddar mushroom omelette meal or sour dough French toast in one cycle and in another cycle, choose between a Swiss and American cheese omelette or baked apple pancake meal.

Marketing

Piedmont is joining forces with Circus World in Florida, Days Inn, Thrifty Rent-A-Car and the Armour Company for a "Family Fun Vacation Sweepstakes." The promotion will be featured on the back of every pack of Armour bacon distributed in the Eastern United States. Nineteen trips to Orlando for families of four will be awarded by Piedmont. The 90-day promotion begins in June.

We're promoting our service to Williamsburg in Colorado Springs, CO. This month a trip from DEN to ORF is being awarded following a drawing at a local shopping center.

An eight-week promotion is now underway in St. Louis. Piedmont, in conjunction with KEZK-FM, is giving away trips for two to six Piedmont resorts: the Greenbriar, Sea Brook, Kiawah, Hilton Head, Colonial Williamsburg, and Pinehurst. A similar promotion is planned for Minneapolis/St. Paul.

In the recent promotion called "Piedmont Goes West" held in the Raleigh/Durham listening area, over 30,000 postcards were received for drawings for free trips.

Piedmont people

A poster designed by Jim Swartz, director-ground safety, has been selected by the National Safety Council for publication in the Council's April report on *101 More Ideas That Worked*. The new poster, entitled "Safety Spoken Here" is now displayed across Piedmont's system. The center of the poster is blank so that each station can decide what particular safety message needs to be stressed.

"The poster is part of our 1985 safety program," Swartz said. "What we're striving for is a good, safe, on-time performance throughout the Company."

Piedmont sales managers from Tampa, Miami, Orlando, Jacksonville, Atlanta, Dallas/Ft. Worth, and Houston participated in the ASTA Southern Regional conference held in Hollywood, FL, in April. Over 600 travel agents from 12 states attended the conference. The Piedmont jazz quartet and the Pacesetters performed for the travel agents at a hospitality suite and at the final banquet.

In April, reservations set a new record for calls handled. Our agents at our five reservations centers answered 2,028,063 calls. We had not anticipated exceeding the two-million-case mark before June of this year.

Traffic Stats

April

passengers boarded*	1,517,148	+ 23.1%
revenue passenger miles (RPMs)	678.1 million	+ 25.7%
available seat miles (ASMs)	1.13 billion	+ 18.8%
load factor	60.3%	+ 3.3 points

*new record for a single month

First four months

passengers boarded	5,316,887	+ 21.1%
revenue passenger miles (RPMs)	2.41 billion	+ 25.6%
available seat miles (ASMs)	4.44 billion	+ 22.8%
load factor	54.4%	+ 1.2 points

Cargo Stats

(ton miles)

April

U.S. Mail	1,446,815	- 3.2%
Air Freight	1,770,126	+ 31.6%
Air Express	51,101	+ 11.4%
TOTAL	3,268,042	+ 13.2%

First four months

U.S. Mail	5,810,769	- 4.7%
Air Freight	6,592,508	+ 23.4%
Air Express	224,114	+ 22.2%
TOTAL	12,627,391	+ 8.6%