

PIEDMONITOR

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

Piedmont receives fewest complaints in 1984

Which airline really *did* have the fewest complaints in 1984?

A recent issue of *Air Transport World* (see item below) reported that Piedmont ranked first among major carriers in fewest complaints to the government per 100,000 passengers.

Meanwhile, one of our major competitors (Brand "D") is advertising widely that *it* led the major carriers in fewest complaints.

Just what is going on here?

Brand "D" is basing its claims on two technicalities. First, they are saying they had the best record for fewest complaints among *major* carriers in 1984 and, no matter how the numbers

are reached, Piedmont was not classified as a major carrier until the end of the year.

Piedmont's response is: Nonsense. Our 1984 record was the record of a major carrier, and it was acknowledged as such at the end of the year.

The competitor then says its claim is based upon government statistics which, when released at the end of 1984, did put them in first place, by one-hundredth of a percent over Piedmont. But when the figures were released, the government did not have access to all the industry's passenger boarding statistics. The government knew how many complaints

it had received, but not how many passengers actually generated the complaints. So the ratio of complaints to passengers reported by the government included all 1984 complaints, but not all the industry's 1984 passengers.

ATW's figures were compiled on the basis of 1984 complaints versus actual 1984 passengers. Since Piedmont had a stronger year-over-year growth in December, the real figures show Piedmont's people actually did the best job.

"Piedmont's 0.64 rate, an improvement on the 0.68 rate in 1983, just beat Delta's 0.65 mark,

itself an improvement over the 0.70 rate that took the 1983 honors," *Air Transport World* editors wrote.

In the magazine's synopsis regarding Piedmont, the editors said: "Leaping into the ranks of the majors in 1984 with \$1.3 billion in total revenues — well above the \$1 billion required for admission — Piedmont last year also racked up record net profits of \$58.2 million.

"Piedmont has conducted an even, well-managed expansion

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T. H. Davis (right) christens the Nancy Davis Pacemaker with wine from a silver goblet with the help of Clarence Wilde.

retired Boeing Commercial Airplane Company vice president and, for many years, vice president of sales.

'300' honors Nancy Davis

The 737-300 circled low over Winston-Salem in a salute to Piedmont's home town and Nancy Davis, wife of Piedmont's founder, before setting down at Smith Reynolds Airport at 8:06 p.m. on May 23.

The Nancy Davis Pacemaker had arrived home. On board were Tom Davis and three of his five children to bring back the aircraft honoring his wife and their mother.

Mrs. Davis welcomed the

737-300, bearing her name, from a car parked on the ramp, and over 200 employees cheered the aircraft's arrival from the maintenance hangar at our headquarters.

"Normally, we name our aircraft for regions, and most recently, cities we serve," Bill Howard, president and chief executive officer, said.

"But we wanted to honor the

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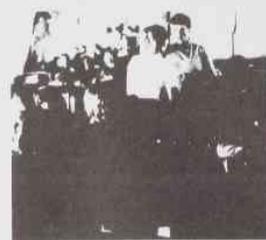
Air Transport World

Piedmont, Aloha receive fewest passenger complaints

Leaping into the majors category while lowering its complaint rate, Piedmont nosed out traditional front runner Delta for bragging rights on the lowest number of complaints per 100,000 passengers among U.S. carriers in 1984.

Piedmont's 0.64 rate, an improvement on the 0.68 rate in 1983, just beat Delta's 0.65 mark. Itself an improvement over the 0.70 rate that took the 1983 honors.

Traditional leader among the nationals also was dethroned as perennial number two Aloha leapfrogged Southwest for the top spot. Aloha sliced its 1983 rate of 0.41 to 0.26, becoming the least complained



about airline. Southwest likewise improved its rate, but the decline from 0.37 in 1983 to 0.33 last year wasn't good enough for number one.

USAir slipped from number two to six and United fell from six to nine, but in the majors all other airlines moved up or down just one notch.

Hawaiian sunk from number four to 10 in the latest ratings, more than doubling its complaint rate. But AirCal vaulted into the number three slot from its former position at number eight. World went from 11 to 18, and, along with Transamerica and Empire, had the highest rates.

U.S. airline complaint records

1984			1983			1982		
Rank	Airline	Complaint rate per 100,000 passengers	Rank	Airline	Complaint rate per 100,000 passengers	Rank	Airline	Complaint rate per 100,000 passengers
Majors								
1	Piedmont	0.64	1	Delta	0.70	1	Delta	0.79
2	Delta	0.65	2	USAir	1.09	2	Continental	1.55
3	Republic	0.73	3	American	1.31	3	Eastern	1.56
4	American	1.09	4	Republic	1.34	4	USAir	1.97
5	Eastern	1.11	5	Eastern	1.35	5	Western	1.95
6	USAir	1.22	6	United	1.42	6	Republic	2.02
7	Western	1.65	7	Western	1.80	7	United	2.10
8	Northwest	1.68	8	Northwest	2.27	8	American	2.29
9	United	1.70	9	TWA	3.33	9	Northwest	2.34
10	TWA	3.69	10	Pan Am	3.80	10	Pan Am	4.61
11	Continental	3.89	11	Continental	5.93	11	TWA	5.15
12	Pan Am	3.95				12	Braniff Int'l	6.18
Nationals								
1	Aloha	0.26	1	Southwest	0.37	1	Southwest	0.74
2	Southwest	0.33	2	Aloha	0.41	2	Aloha	0.82
3	AirCal	0.46	3	Alaska	0.61	3	PSA	0.83
4	PSA	0.51	4	Hawaiian	0.67	4	Hawaiian	1.04
5	Alaska	0.55	5	Piedmont	0.68	5	Ozark	1.12
6	Muse	0.55	6	PSA	0.81	6	AirCal	1.17
7	America West	0.67	7	Ozark	0.90	7	Piedmont	1.23
8	Ozark	0.93	8	AirCal	0.94	8	Frontier	1.35
9	Wien	0.99	9	Frontier	1.00	9	Wien	1.58
10	Braniff?	1.22	10	World	1.03	10	Transamerica	5.86
11	Hawaiian	1.44	11	World	3.39	11	Air Florida	8.48
12	New York Air	1.40	12	Transamerica	4.34	12	World	10.54
13	Midway	1.45	13	Air Florida	5.21	13	Capitol	26.75
14	Frontier	1.59	14	Capitol	28.57		Alaska	n.a.
15	Jet America	2.04						
16	People Express	2.90						
17	Transamerica	5.24						
18	Empire	5.81						
19	World	6.11						

Source: U.S. DOT
Includes Allegheny Commuters.
*Discontinued service May 1982, resumed March 1984.