

These smiling faces are those of just a few of the 125 Piedmont and USAir employees involved in the trade shows held recently in Charlotte and Baltimore to introduce the travel agency community to the complete Piedmont product inventory. "They were the most successful trade shows ever held and should produce excellent sales," said Don Freeland, newly named manager-agency sales development, USAir. Seventy-eight exhibitors participated in the shows which were attended by more than 1,500 travel agents.



PI customers offered travel tips

June's edition of *PACE* magazine will carry the following editorial from Bill McGee. Since it contains some helpful hints to our customers for traveling during the peak summer months, we believe our employees would want to review the editorial prior to its publication; therefore, we are reproducing it here.

This summer more people will travel by air than any previous year in the history of our industry. They will be attracted by the many bargain fares available, and more flights by our industry to more destinations than perhaps any prior summer.

The environment for these travels should also be the most hospitable for any summer in nearly a decade. Our industry has accepted delivery of a virtual fleet of new aircraft (Piedmont alone at the beginning of 1988 was scheduled to accept 25 new jets during the year), and we have modernized facilities and adjusted schedules to ensure reasonable expectations of on-time flights by our customers.

In sum, we're going to do our best to make your vacation pleasantly memorable.

There are a few tips I'd like to share with you about steps you and your family can take to help make the vacation happier, too.

There will be two things very different about air travel this summer from past years. First, federal regulations strictly limit the amount of carry-on items you can expect to take with you. There will be no more than two items allowed per person and, as often will be the case during peak travel months, if the aircraft is largely full, even that number may be further restricted.

So, plan ahead and pack as much as you can for checking, and carry with you only essentials, such as your cameras, medicine and light overnight items.

Also, there are new federal regulations prohibiting smoking on flights scheduled for two hours or less.

When packing, estimate the replacement cost of the items you'll be checking. There is a limitation on airline liability for checked baggage. If your baggage is lost—and there is less than one chance in one thousand that it will be lost—you would be entitled to the existing value of contents of your luggage, which is generally less than replacement cost. Your travel agent or your Piedmont

agent at the airport can sell you very inexpensive insurance to cover the value of your possessions right up to replacement cost, and you may well want to consider such insurance.

Also, never put cameras, jewelry, cash, medications or important business papers in your checked luggage. You should keep such items in your personal possession, always. As for the jewelry, you might want to consider whether the enjoyment of wearing it will compensate over the worry of its safety while you are on the beach or traveling.

If you haven't yet made your reservations and see an attractive price in one of our advertisements, watch for the fare "code" accompanying the price. It is a series of letters and numbers that identify that fare to your travel agent or our Piedmont agents. If you'll quote that code to the agent, they can quickly identify the travel plan you desire.

When your travel day arrives, remember hundreds of thousands of other Americans will be heading for airports, too. Allow yourself 45 minutes to an hour at the airport prior to departure. This should ensure that you avoid long lines and spend your time prior to departure relaxing. Also, get your seat assignments in advance whenever possible and call us to let us know of any changes in your travel plans.

Should one of your flights be cancelled, insist that a Piedmont agent handle your alternate plans. If you are flying on a non-refundable fare, our agent will probably be able to arrange for your trip to be continued on that same ticket with no increase in charge, even if you must change to another airline. If, on the other hand, you should make your own arrangements with another airline, it may cost hundreds of dollars more, and we will probably not be able to refund the difference after the fact.

For most of the millions of travelers who will come to Piedmont, and our nation's other fine airlines this summer, their trip will be pleasantly uneventful. We know how important that vacation time is to all of us. For that reason, we're glad to share these thoughts with you and to wish you and your family a happy, fun-filled vacation that you will share through memories for years to come.

around Piedmont

On June 1, our fleet will include a total of 189 aircraft. Piedmont currently has 62 737-200s, 42 737-300s, six 767-200s, 34 Boeing 727-200s, 20 Fokker F28-1000s, and 25 F28-4000s. Fourteen more aircraft are scheduled for delivery this year including five 737-300s and nine 737-400s.

On the June 1 schedule, Piedmont will serve 96 airports/123 cities in 30 states plus the District of Columbia, Ottawa, Montreal, London, and Nassau.

The work of Bartle Bogle and Hegarty, our London advertising agency, has again gained recognition for its designs on our behalf. A print ad, which is also gaining exposure by appearing in London's subway system, has been selected as *Campaign Magazine's* "Ad of the Week." The black and white ad depicts a crowded sky of airplanes and indicates that although there are stacks of reasons for flying Piedmont to CLT, stacked airplanes isn't one of them. Targeted at regular business travelers to the States, the ad promotes our sole international flight to CLT which enables passengers to proceed through immigration, customs and baggage reclaim within an hour before catching connecting flights.

In a recent poll of Canadian travel agents conducted by the *Canadian Travel Press*, Piedmont Airlines was voted number 2 in "the best" airline category in the competition between U.S. carriers. American Airlines was ranked number 1.

The Naples station personnel hosted an appreciation day on March 17 for the flight crews of their Miami-based shuttle and the Henson Shuttle Link to express their thanks for the crews' cooperation which enabled APF to obtain an outstanding on-time performance record in 1987. Cake and coffee were served to the crews, and roses were presented to the flight attendants. Dick Henson, Henson's founder, and his wife were on hand to personally thank the crews.

The Piedmont Aviation Credit Union now has ATM (automated teller machine) cards available to its membership. The ATM card allows customers to make "teller-type" transactions 24-hours-a-day by using an ATM card and Personal Identification Number (PIN) to access their Regular Share Accounts in addition to the new Jet Draft (Checking) Accounts. The ATM card can be used at more than 15,000 automated teller machines nationwide displaying the Relay, CIRRUS, Master Teller, Exchange or American Express emblems. Applications are available at the Credit Union or through your local Credit Union representative.

Piedmont's cargo department has recently instituted its new Not-Quite-Overnight (NQO) service which provides second-day deliveries door-to-door. For one price (tax included), we will pick up a shipment at the customer's door, fly it to just about any destination in our system, and deliver it right to the recipient's door. If the shipment is small (under 100 pounds), a system-wide rate applies. Larger shipments, multi-piece shipments, and zone bulk rates are also very competitively priced.

Dick Rutan, one of the pilots of the Voyager, was the guest speaker at Piedmont General Aviation's first open house held recently in Winston-Salem for its sales and charter customers. Beechcraft and King Air products were on display for customers to inspect. Rutan entertained the guests with a slide/film presentation of the development and flight of the Voyager. Rutan and his co-pilot, Jeana Yeager, landed the Voyager on December 23, 1986, after having flown a record-setting around-the-world, nonstop, nonrefueled flight which took nine days, three minutes, and 44 seconds. The aircraft is on permanent display at the Smithsonian Air and Space Museum in Washington, DC.

USAir Leasing and Services, a subsidiary of USAir Group, has purchased five new Jetstream 31 aircraft from British Aerospace Inc. for delivery between June and December 1988.

The 19-seat Jetstream 31s will be leased by USAir Leasing to Jetstream International, a regional carrier owned by Piedmont Aviation, which is also a subsidiary of USAir Group.

As part of the transaction, USAir Leasing will sell to British Aerospace one BAe 146 jet, which USAir Leasing owns and is currently on lease to USAir. The BAe 146 jet, 21 of which are currently in the USAir fleet, will be delivered to British Aerospace coincident with the delivery of the third Jetstream 31.

traffic

	April		First Four Months	
passengers	2,357,182	+ 2.8%	8,591,995	+ 6.9%
revenue passenger miles	1.1 billion	+ 9.4%	4.1 billion	+ 13.6%
available seat miles	1.8 billion	+ 17.9%	7 billion	+ 16.8%
load factor	62.34%	- 4.85 pts.	58.18%	- 1.64 pts.

*Record April for passengers, RPMs, and ASMs.

**Our seven reservations centers answered 2,837,209 calls in April 1988.

***The following 12 stations set record enplanements for April: ALB, BWI, BTV, CHS, CLT, ITH, LAX, MYR, NAS, PVD, TLH, and ORH.