



PIEDMONITOR

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

Five cities to join Piedmont system July 1

When Piedmont inaugurates service to five new midwest cities July 1, the airline will be undertaking one of the largest expansions in a single day in the Company's history.

On July 1, Piedmont will add Fort Wayne, Ind., Lansing, Mich., and Dayton, Toledo, and Akron, Ohio, to its system, increasing the number of miles flown daily by six percent.

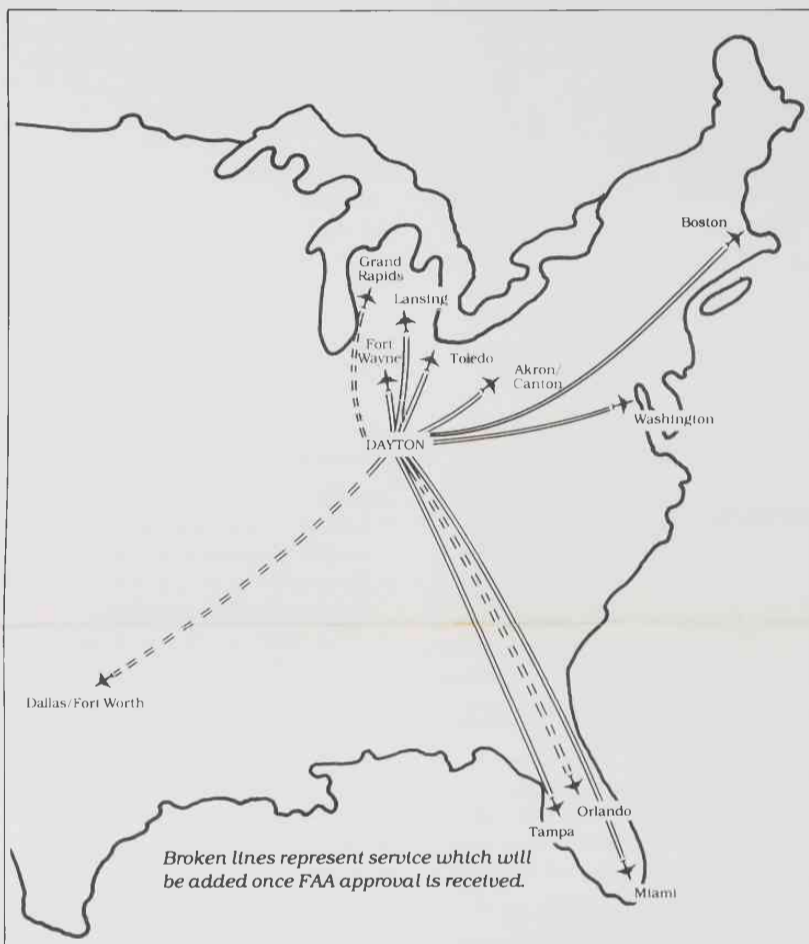
Grand Rapids, Mich., initially planned for the July 1 expansion, will be added to the complex once FAA approval is received.

Only one other time since Piedmont became a passenger carrier in 1948 has the airline initiated an expansion comparable to the new midwest service.

On June 25, 1962, Piedmont's route miles increased from 22,891 to 31,218 daily with the addition of seven new destinations — Atlanta, Baltimore, Columbia, Florence, Goldsboro, Jacksonville, N.C., and Pulaski-Radford-Blacksburg, Va. With the new midwest service, Piedmont will fly 166,000 miles daily, an increase of 9,800.

On May 1, scheduled daily departures will number 508 and available seat miles, 18.25 million. By July 1 when the new service is added, there will be 24 more scheduled daily departures and 1.1 million additional ASMs.

For the Dayton complex, the average stage length will be 407 miles compared with a system average of 307 in May. The passenger using this new complex will travel over 700 miles on Piedmont compared to only 453 on today's system. Three 737s will be commit-



ted to the new hub although five aircraft would have been used if the FAA had given full approval of Piedmont's request.

Why has Piedmont chosen these midwest cities? How will the new complex work?

midwest opportunities

"We looked across the United States for a group of communities

which could best support a complex, and these industrial midwest cities stood out in terms of traffic potential and lack of service, particularly into the communities served by Piedmont," Dick James, staff vice president-corporate planning, said.

"In fact, since deregulation, these cities have lost 43 percent of the service provided by major carriers.

"Our hub in Dayton will be similar in many respects to Charlotte," he said. "For the most part, these communities do not have reasonable access to the southeastern and southwestern part of the country, and our new complex will provide this important service link.

"Like those passengers traveling through Charlotte, the industrial midwestern air traveler can bypass the traditional congested, circuitous hubs by utilizing Dayton," James said.

"However, there is one notable difference between the new hub and Charlotte. The five communities north of Dayton are 57 percent larger than the Carolina and Virginia cities that presently support Charlotte," he added.

Initially, Fort Wayne and Lansing will have two nonstop, roundtrip flights daily to Dayton. Toledo and Akron/Canton will each have one. From Dayton, nonstop, roundtrip services to Boston and Washington, D.C., will be available twice a day and, to Miami and Tampa, once a day.

Travelers in these five midwest cities will be able to "commute" to many of these destinations. For example, a businessman can leave Fort Wayne at 6:10 a.m. and arrive in Boston at 9:51 a.m. He can conduct a full day's business and be back in Fort Wayne by 9:20 p.m.

"In recent years these industrial midwest cities have been wrestling with the loss of industry and high unemployment," James said.

"But these 'Frost Belt' cities have been aggressively and imagi-

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Aircraft will begin taxiing to Charlotte's new \$64 million terminal on May 2. The new facility has over 339,000 square feet of space compared to 151,000 in the old terminal. Nine airlines, including commuters, will be located in the terminal. Piedmont will have 12 of the 26 gates at the facility.

That same weekend, Piedmont will increase its number of departures at Charlotte from 78 to 86 a day, providing new nonstop service to LGA, ATL, DEN, and CHS, as well as nonstop service to 30 other destinations on Piedmont's system. (Photo courtesy the Charlotte News.)

