

PIEDMONITOR

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

Piedmont gets up and away to LA

On April 1, Piedmont jumps to the biggest puddle of all — the Pacific Ocean — and becomes a transcontinental airline.

That's the announcement Piedmont made public on December 22. On April 1, we'll begin nonstop, round-trip service from both Charlotte and Dayton to Los Angeles. And by the end of the year, San Francisco will also be on our map.

"Certainly West Coast service has been in the imagination of employees, especially since deregulation in 1978," Dick James, staff vice president-corporate planning, said.

"We've been looking at California for over four years. Los Angeles and San Francisco are two of the most populous areas in the country that we don't serve, and neither Dayton nor Charlotte have nonstop service to the West Coast."

Los Angeles is the second-largest city in the nation, and the airport is one of the top airports in the country in terms of boardings.

"Because of the long-haul nature of these markets, the yield will be lower," James said. "However, the aircraft we're leasing will have a cost structure tailored to long-haul service."

We will acquire five relatively new advanced Boeing 727-200 long-range aircraft to serve these routes. The aircraft will seat 146 passengers, 12 of these in first class. These aircraft, leased from PSA, are

being refurbished by Boeing and will begin arriving in late March.

Both Charlotte and Dayton will have departures during their early-morning complexes. Flight 001, which originates at GSO, will depart CLT at 9 a.m., arriving at LAX at 11:12 a.m. (Pacific Standard Time). The return flight, Flight 002,

will depart LAX at 12:35 p.m., arriving in CLT at 7:39 p.m., and continuing to GSO, arriving at 8:50 p.m.

In the midwest, Flight 003, which originates at GRR, will depart DAY at 8:20 a.m., arriving in LAX at 10:10 a.m. Eastbound, Flight 004 will depart LAX at 2:20 p.m. and arrive in DAY at 9:06 p.m. It con-

tinues to GRR, arriving at 10:34 p.m.

"We'll have two Piedmont jets on the ground at Los Angeles each day for an hour and 40 minutes," Bob McAlphin, vice president-airline scheduling, said.

"We need to also remember that our California flights will be very competitive with other airlines from several points on our system, so each of us needs to remember to promote Piedmont's service."

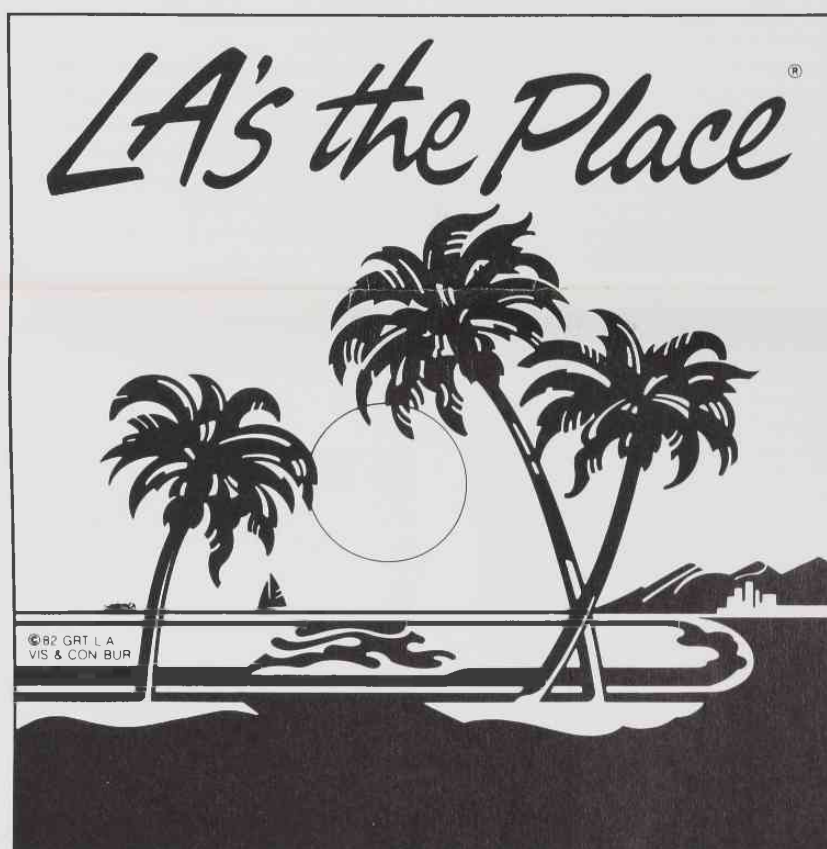
The decision to add first class service affects all areas at Piedmont, but none more than catering.

We'll offer full-course service in our first-class section," Pete VanDuser, director-food services, said. "We'll have a choice of entrees, a wine selection, and other beverages. Now we're choosing the china, glassware, flatware and linens we'll be using."

Meals for the coach section will be identical to those served on our present long-haul flights. The first-class section will have ovens, and the coach section will have three galleys at the rear of the aircraft.

VanDuser has had help making catering decisions from five flight attendants, members of a special task force, to plan for the West

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In just 10 months, Piedmont's facilities at Charlotte will double in size. We'll have four more gates by next December, and a lot more room for our passengers.

The sketch at right illustrates the East Concourse expansion. In March, site preparation will begin, and construction on the addition (shaded area at right) will start in August. The three aircraft top left represent other airlines using the concourse.

For details on our expansion at CLT, our largest hub, turn to page 3.

