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

The Shuttle – another success story for PI

Less than a month after the first F28 lifted off into Florida's early morning darkness on October 1, The Piedmont Shuttle has surprised analysts, pleased Floridians and exceeded our projected breakeven point.

In other words, it has performed about like we expected.

Once again, the research that preceded a major marketing decision — a decision questioned by some in the industry — has proven accurate and, in some cases, even conservative in its

analysis. Like our entry into Dayton, heralded by stock analysts and competitors as a wrong move at the wrong time in a depressed region, the Shuttle has succeeded in record time.

"We do our homework," Bill Howard, president and chief executive officer, said. "Our decision to start The Piedmont Shuttle was based on sound research that identified a need that wasn't being met. We then devised a strategy to satisfy that need in the most effi-

cient and cost-effective manner."

At the core of the strategy is the Fokker F28-1000, a 65-seat twinjet designed for short- and medium-range flights. No other major airline in Florida has a comparable jet aircraft that can operate with a reasonable profit on a daily morning out, evening return schedule.

But that doesn't mean some airlines won't try. Eastern, for example, plans to start a daily round-trip flight from Key West to Miami in mid-December with a 727-100, the same type of

115-seat aircraft we phased out more than a year ago. More responses from competitors can also be expected as the Shuttle system grows in January to include Pensacola and West Palm Beach, and integrates the commuter schedules of Trans Air and Southern Express.

"We anticipate increased competition, but we're confident that it will be in isolated markets," Howard said. "Remember that we began a level of service that, to our knowledge, has never been tried before in any state. We added 56 new flights and five cities to a route system timed for the convenience of daily intra-Florida travel. Competing with that level of service requires a substantial commitment of resources that other airlines currently don't have."

Helping solidify our niche in the market are more subtle business decisions that translate into good economics. In Tampa, we operate the nation's only F28 simulator — a training bonanza that's also strategically located for our new pilot crew base in Miami. Our subsidiary, Aviation Supply Corporation (AVSCO), is the sole distributor of F28 parts in the United States with offices in several Florida cities. And our flight attendant crew base in Miami also ensures efficient staffing of our Shuttle aircraft.

From routes to personnel to support services, The Piedmont Shuttle has taken hold in Florida similar to an illustration that appeared in *The Orlando Sentinel* after we announced our plans last summer: an F28 standing on its tail and embracing the entire state.

As we've said all along, it's an embrace that goes beyond love at first sight.



Bill Sudder, Chris Zielenbach, Ronnie Myers, Bob Brown, and Joe Hanks are among the 13 mechanics we now have

at MIA. Until hangar facilities can be arranged, all maintenance at MIA is

centered around two trucks parked on the ramp.

Cooperation key to Shuttle's success

"Our maintenance at MIA is just like any other station. The only difference is that our quarters are just a little tight," Joe Archer, division maintenance manager-ATL, explained.

"Tight" is not an exaggeration. Thirteen mechanics keep a round-the-clock operation going at MIA working out of two trucks. One 40-foot van houses over \$1 million in inventory and the other serves as a locker for these employees.

"These mechanics are keeping our fleet flying, and they're doing a good job for us," Archer, who spent six weeks at MIA helping set up the operation, said.

"We've had lots of cooperation — it has been a team effort on everyone's part. That's what makes The Florida Shuttle work."

Cooperation has come from many areas including employees in the stockroom in Winston-Salem who are keeping the trailer

well-equipped, and personnel in operations at MIA who are sharing their office.

"To ensure that our new Florida services will continue to be successful, we will not cut back on maintenance," Gordon Bethune, senior vice president-operations, emphasized, "not for any reason at all. We've made a commitment to run a safe operation and we're going to do just that. We're in this

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How many destinations will see the Piedmont logo for the first time in 1985?

See page 5 for the answer.