

'85 an outstanding year for PI

From shuttles to mergers, Piedmont has seen some of the most dynamic events in its history take place during the past year. Living up to our 1984 Airline of the Year Award, we remained a frontrunner in the industry in terms of both expansion and safety.

Early in October we exercised existing options for modern, fuel-efficient Boeing 737-300s bringing our total to 45 and prompting Boeing to put a double-page ad in the *Wall Street Journal* calling Piedmont the largest 737 airline in the world. Delivery should be complete in 1989.

Besides these brand new aircraft, Piedmont has voluntarily decided to invest in state-of-the-art technology to enhance the safety of the existing fleet. These include:

**The world's first Windshear Detection/Alerting System, designed by Sperry, was installed and used commercially in a Piedmont jet in November. The visual and audible warning saves pilots precious time in deciphering conditions. It will be installed on all our 737-200s.

**A computerized Performance Management System, also by Sperry, is currently being installed on the cockpit instrument panel of all of our 737s and 727s. Besides having the ability to house the windshear detection system, the airborne computer constantly monitors the aircraft's controls while in flight, and automatically adjusts for altitude and fuel—giving the smoothest, most efficient flight possible.

**Piedmont was chosen as the first airline in the country to test an FAA-designed Collision Avoidance System that warns pilots of an impending midair collision and gives directions on how to avoid it.

**The Engine Condition Monitor-

ing System is now standard equipment on our aircraft. Once again, computer technology enables us to monitor each of our engines in flight and automatically report key performance measures to a computer at our headquarters in Winston-Salem. Engineers then review these reports daily looking for possible problems *before* they occur. This enables us to repair engines before little problems become big ones, making repairs less expensive and enhancing flight

safety even further.

None of these expensive safeguards were mandated by law but all of them will improve safety for our customers and crews—and all during a time when industry critics are accusing airlines of cutting corners on safety to improve profitability.

In July we announced The Piedmont Shuttle. The three-phase operation is planned to bring over 100 daily intrastate flights to Florida by the spring of 1986.

COMPUTERS

**On Sept. 14, Piedmont's computerized reservations system was its own! Over one hundred people were directly involved in the cutover from Eastern's system in Miami.

COMPLIMENTS

**According to the Department of Transportation, of the 12 major airlines in the country, Piedmont received the least amount of complaints for every 100,000 passengers boarded from April to August of 1985.

**Piedmont was named the best U.S. airline in a November survey in "Andrew Harper's Hideaway Report," a travel newsletter—78% of whose subscribers are corporate presidents. Piedmont was also the highest ranked U.S. airline in a similar "Hideaway Report" survey that included foreign carriers.

**Peggy Bach, PI flight attendant of nine years, was named runner-up in a national flight attendant contest.

**Joe Culler, president of Piedmont's General Aviation Group, was named Man of the Year for the second time by Beech Aircraft Corporation.

PROJECTS

**United Way Flightseeing trips at North Carolina airports served to introduce many to air travel for the first time and to underscore Piedmont's identity as the state's home-grown airline.

FACILITY EXPANSION

**Piedmont purchased 10.4 acres north of the Orlando International Airport and began construction of a 15,000-sq. ft. reservations facility to be completed by July 1986.

**Construction on a state-of-the-art 127,000 sq. ft. addition was completed at the GSO maintenance facility.

**Nine months after breaking ground a beautiful, new 40,000 sq. ft. hangar/office complex headquarters was completed for Piedmont's General Aviation Group near Smith Reynolds Airport in Winston-Salem.

**On October 1, Piedmont assumed responsibility for an F28 simulator and training center near the Tampa International Airport.

The need is there, and Piedmont has the specific type of people and equipment that can meet the need. The 65-seat Fokker jet and its low break-even load factor are ideal for the short morning out, evening in trips that the Florida business traveler needed. The first phase began October 1 adding five Florida cities to our roster including APF, EYW, FLL, GNV, and TLH. Almost immediately the Shuttle program was exceeding expectations for its success. On January 15, PBI and PNS joined the Shuttle stops and daily jet departures were up to 96.

Outside of Florida, Piedmont began jet service last year to STL, MSP, ORH, TYS, and BUF. Ten new destinations began seeing the Piedmont blue on commuter aircraft as a result of joint marketing agreements made in 1985 with three airlines—CCAair (formerly Sunbird), Britt, and Jetstream—that now are part of the Piedmont Commuter System.

Along with the actual start-up of The Piedmont Shuttle in October came the exciting news that Piedmont, the 1984 major airline of the year, had purchased Empire, the 1984 regional airline of the year. The logic and benefits from such a merger are many. Below are just a few:

**Our presence in the Northeast will increase dramatically as we add new destinations in five states and Canada, giving us a competitive edge in markets that we've never served before.

**The equipment match-up is ideal—Empire's entire fleet is made up of F28's.

**Overnight we will gain new service to JFK and additional slots where no more are available at LGA, EWR, and DCA.

CAREsystem

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began operation on September 14 after 15 months of planning and preparation. The center now employs 260 people who are technically responsible for making the system work. Our reservations and station agents are the primary users of the system. In 1985, our reservations agents cared for more than 25 million people. Our station agents boarded over 18 million. The CAREsystem processes an average of 55 transactions for each passenger boarded. In 1986, those figures are expected to grow substantially. Employees will be giving customers the best service possible.

"I think the name reflects the great attitude of the entire company toward customer service," Howard said.

"Piedmont has always been known as a caring airline, and this feeling is something we want to strive to keep. The CAREsystem is just one tool we can use to continue to meet the challenges we face daily in running a good airline."



Why is the well-known actor, McLean Stevenson, on the ramp with these CLT agents?

He now works for Piedmont—doing our commercials.

The four new ads with Stevenson promote our Family Fare, other Piedmont fares, the savings one gets by flying Piedmont, and Piedmont's first-rate service as compared to no-frill airlines. The ads began airing January 4 and are appearing during the Atlantic Coast Conference, Big Ten, Big East, and University of Dayton televised basketball games.

Stevenson flew from LAX to BOS via Piedmont in January and while in CLT, our agents gave our "new employee" a tour. Posing with Stevenson after loading luggage on a flight are (kneeling) Paul Lustig; and (standing, l to r) Mike Daily, John Alderman, Chuck Dunn, Steve Taylor, Coleen O'Malley, Charles Burrell, and Gary Andreasen.

Stevenson is best known for his portrayal of Lt. Col. Henry Blake in the television comedy series "M*A*S*H," and this year he is starring in the show "AMERICA."

Operations agents—ever feel like the freight you lifted onto your flight was the heaviest ever?? Heavylift Cargo Airlines out of England will probably top yours. The company reported that its ex-Royal Air Force Shorts Belfast heavy freighters lifted a record single-piece load—weighing over 32 tons—onto a 7,000-foot airstrip in Colombia, S. America. The cargo, the center section of an earth-moving dredge, was over 10 feet high, 56 feet long and 11 feet wide.