

Tally ho! Piedmont Hunts London route

Piedmont, which just became an international carrier on May 1 with the addition of Empire's routes into Canada, may soon become a transatlantic carrier with service to London.

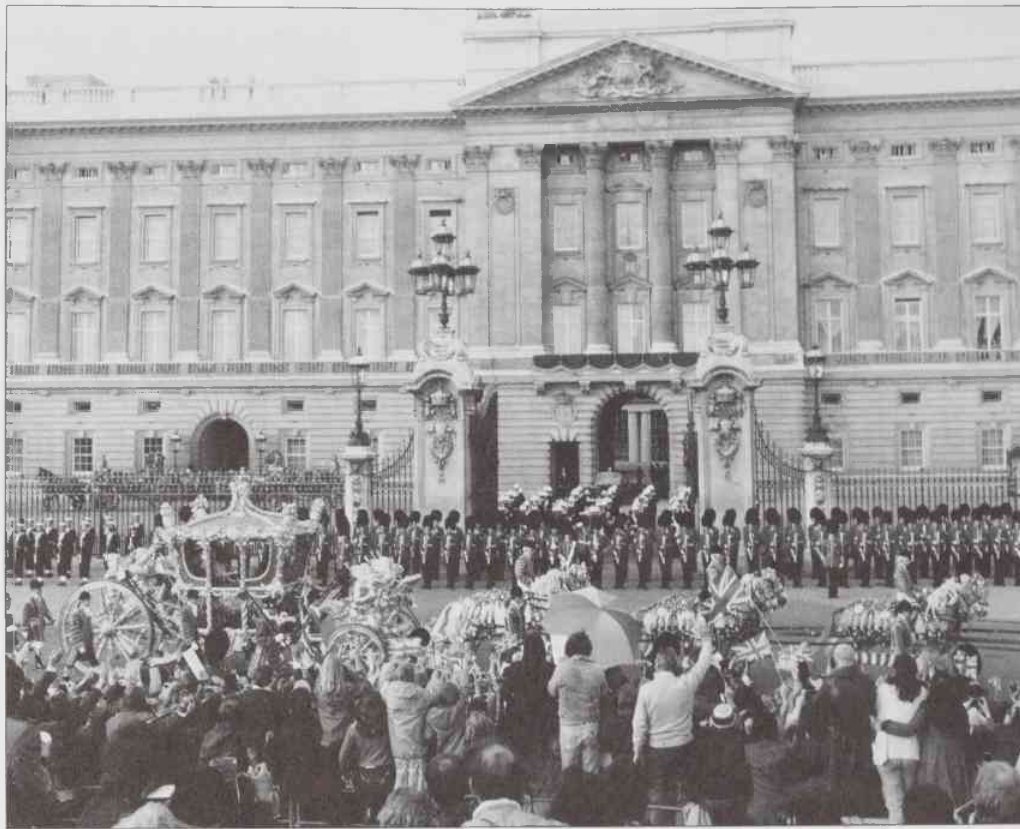
On July 25, Piedmont and the City of Charlotte filed a joint application with the U.S. Department of Transportation to designate Charlotte as a gateway to London, England, and Piedmont as the carrier to operate transatlantic flights on the route. The announcement was made jointly by Bill Howard, president and chief executive officer, and Harvey Gantt, mayor of Charlotte.

"We are confident that Charlotte is the logical choice to be selected as the one remaining gate-

way point that the United States is authorized to name under the existing bilateral agreement with the United Kingdom," Gantt said. "Piedmont is also the only logical choice of carriers to provide this service from the Charlotte gateway."

Howard added: "If the Piedmont region deserves its own European gateway, then the region can only be served in its entirety by an airline with the broadest presence in the Piedmont area. Since 'Piedmont' is our name, it is scarcely surprising that only Piedmont serves by far the most commercial airports in this region.

"And Charlotte has an airport with outstanding facilities, such as lengthy runways, a large, modern



The Golden Coach leaves Buckingham Palace on its way to St. Paul's Cathedral for the Queen's Silver Jubilee service in 1983.

terminal easily expanded, and existing Customs and Federal Inspection Services

personnel stationed in the community. No other city in the region can offer all

of these advantages."

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Piedmont chooses B-767 for widebody fleet

Piedmont has chosen the Boeing 767-200 Extended Range twin-engine jet to begin widebody service, with the first delivery scheduled in May. The aircraft will be used on our transcontinental routes and, if approved by the Department of Transportation, our proposed Charlotte-London service.

"These widebody aircraft will be required by us even if we had no design to operate transatlantic service between Charlotte and London," Bill Howard, president and chief executive officer, said.

"The new widebodies have medium- to long-range capability and seat about 220 passengers in typical mixed class configuration. The extended range version offers us the option of profitably operating medium distance routes in addition to serving routes of more than 5,000 nautical miles with a full payload."

The aircraft will be powered by General Electric CF6-80C2B2 engines rated at 52,500 pounds thrust.

Piedmont announced July 25 its intentions to buy six of the advanced Boeing twinjets with options on six more, with delivery to begin in May 1987. That same day we filed a joint application with the city of Charlotte requesting that the Department of Transportation designate Charlotte the gateway to London, and Piedmont, the

carrier to operate the transatlantic flights.

The Boeing 767 entered commercial service in September 1982, and has become a favorite of both flight crews and passengers. The advanced flight deck of this new widebody features digital electronics that include an Engine Indicating and Crew Alerting System (EICAS) for superior crew information and status reports on the aircraft's performance.

The EICAS has cathode-ray tube display units similar to small television screens that display information such as flight path guidance, engine operating parameters, wind speed, temperature, and other performance data that enable pilots to operate the aircraft more efficiently.



Piedmont has moved swiftly to fill any voids in Charlotte air service following an announcement by Eastern Airlines on July 31 that Eastern will sharply curtail flights to Charlotte on October 1.

To protect the city's interests, Piedmont immediately announced it would assume the leasehold obligations that Eastern is abandoning at Charlotte.

Piedmont also swiftly announced that it would add daily nonstop flights on November 1 between Charlotte and Boston, Chicago, Detroit, LaGuardia, Newark, Philadelphia, Greenville/Spartanburg, and Charleston, SC, to protect frequencies and service capacities the community might lose as a result of the Eastern cutbacks.

Piedmont President Bill Howard also said that Piedmont would not raise fares in Charlotte on routes where Eastern was withdrawing service.

"We believe it would be a breach of faith with the Charlotte community to increase fares on the basis of Eastern's decision," Howard said. "In addition, we will still face competition not only from Eastern but American, Delta, Ozark, Pan Am, USAir, United, and People Express at Charlotte—far more airlines than served the community before deregulation. Our work will clearly be cut out for us in this important market."

Passengers enjoy twin aisle comfort with seats in a typical 2-3-2 arrangement in coach class. The cabin is more than four feet wider than single aisle Boeing aircraft such as the 737-200.

Boeing's 767-200 Extended Range aircraft has twice the range of any aircraft now in our fleet and will carry 56 more passengers than the 727-200, our largest aircraft.

Production of the 767 got under way July 14, 1978, when United

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