

## on the inside

•Which station has led the company for more than a year in on-time performance? The answer, page 2.

•Our reservations centers celebrate the inauguration of London and first-class service. Page 5 for details.

•'If it hadn't been for Piedmont, I would have never had a chance to say goodbye to my dad.' Last Farewell, page 6.

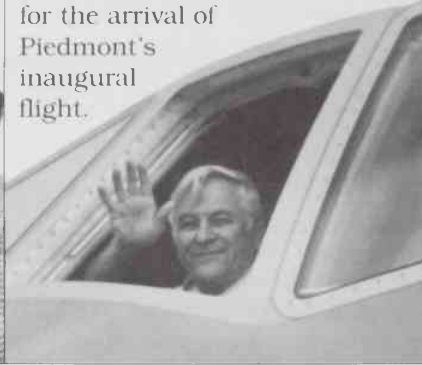
At Tampa, we toasted our new London service and our 767-200's first scheduled flight.



At Charlotte, six pairs of scissors snipped a ribbon in unison, signaling the beginning of our new service.



At Gatwick, Captain Fred Kozak waves to the crowd on hand for the arrival of Piedmont's inaugural flight.



## When is First Class not First Class?

At Piedmont, we'd like to think "never." But now that we are crisscrossing the Atlantic Ocean every day, we have to add an important new piece of airline terminology to our vocabulary: Business Class.

While every domestic Piedmont flight now has First Class service, our front cabin on the Boeing 767ERs providing nonstop flights between Charlotte and London is a Business Class cabin.

Why the difference?

If we boast to our customers about our "First Class" service across the Atlantic—and Piedmont people have earned some handsome bragging rights for the service we offer—we are misleading our customers

and encouraging them to judge us by an unfair standard.

Across the Atlantic, First Class means sleeperette seats with an enormously generous space between rows.

Piedmont elected not to use such seats because we will also be using the 767ER fleet for domestic service where First Class yields do not justify such extravagant space. Instead, we offer Business Class in the front cabin.

The difference? Just in space. Our Business Class passengers are receiving a meal service, beverage service and other benefits fully equal to First Class benefits aboard other intercontinental airlines. And they

are getting a bargain! Our Business Class is one-half the price of a First Class ticket.

But let's call it what it is: Business Class. We can do so with full pride that the service is second to none. Once we learn the differences, our passengers will assume that we've been providing this service for years, not weeks, and we know as much about our product as people at other airlines who have been making these distinctions in service for years.

It's Business Class. It's great service, and a bargain in travel we can offer with pride.

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## Piedmont does London, on time, with style



Above: Chairman Bill Howard and his wife Jan leave the Pride of Piedmont after welcoming passengers upon their arrival at Gatwick on the inaugural flight.

Piedmont Flight 160 touched down at London's Gatwick airport at 06:44, virtually on time, Tuesday, June 16th, to complete the Company's inauguration of intercontinental service.

The flight was greeted at the gate minutes later by Chairman Bill Howard, his wife, Jan, and Executive Vice President Bill McGee and other Piedmont officials—along with the clashing cymbals, trumpets and drums of a royal British marching band.

This was a moment, however, not of pomp and circumstance, but smiles, smiles, more smiles and Piedmont eyes moistened with pride.

As Capt. Fred Kozak silenced the huge GE/Snecma high bypass engines, the launching of a new era for Piedmont was complete. The once little airline that first scaled the Blue Ridge mountains to go from the Atlantic Ocean to the Ohio River Valley,

and then grew to touch the Great Lakes, the Gulf of Mexico, the Rocky Mountains and the Pacific Ocean had now leaped the greatest barrier in its history—the Atlantic Ocean.

As 187 passengers filed out of the spacious cabin of the Boeing 767 Extended Range jet, each was greeted warmly. Most paused to listen to the martial music of the band, say hello to old friends at Piedmont, and perhaps photograph the beautiful B767ER that had carried them to London, an aircraft so appropriately named "The Pride of Piedmont."

Inside this issue of the *Piedmonitor*, we will share with you photographs of this moment that has meant so much to each of us at Piedmont.



Below: News media from area newspapers, television and radio stations watched as the 767-200 departed Charlotte on its first scheduled flight to London.

