



Dan (Attaché) Burton

## Yea, Attaché! Why we've gone from orange to grey!

Perhaps Dan Burton, manager, Grande Prairie, should be known from now on as "the Attaché Kid." At a recent Secretaries Day promotion in Grande Prairie, Burton got all dolled up in an Attaché-coloured tux in order to impress everyone that they should be booking their bosses on CP Air's exclusive business service.

The Attaché colour scheme is an important marketing tactic, and all of the new B-737-300s coming on stream are scheduled to be in Attaché livery. The change however, has some employees now experiencing colour pangs for orange. Explained Kevin Power, senior director, marketing, Transcon and Western Canada Services: "The aircraft are being painted this way specifically to reinforce to the consumer that CP Air has made a major commitment in the area of business travel and that the only reason for this change of appearance is a marketing one."



Aircraft No. 752, first of the new B-737-300s in Attaché livery. (More on Attaché, Page 3)

Official Airline  
of EXPO 86,  
Vancouver



# News

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**You're seeing** CP Air's four Expo-painted aircraft all together at Vancouver airport, right? Wrong! You're seeing four separate airplane photos that were merged by an electronic retouching process utilizing a computer. CP Air needed such a photo to dramatically portray what the airline has done to promote Expo. However, it was simply not possible to pull the four aircraft out of their cycles to put them in one place for the photographer. So high technology was called to the rescue. It's expected that Expo will utilize the photo extensively in its worldwide promotion.

## CP Air wins rights beyond Tel Aviv

Under the terms of a new Canada-Israel bilateral air agreement CPAir has been granted the right to fly beyond Tel Aviv when it resumes service to Israel.

CP Air suspended service to Tel Aviv in 1976. Should service be resumed in the future, the airline will be permitted to pick up passengers at any three points in Europe en route to Tel Aviv, as well as fly beyond the Israeli city.

New rights were also granted to El Al, which expects to start service to Toronto for the first time later this year. El Al also plans to increase its operations at Mirabel by combining flights with service to as many as

five points of its choice in the U.S.

El Al will also be able to carry passengers originating from points in Canada and the U.S. between Montreal and one airport in the northwestern U.S.

## Expo 86 proves to be a big hit with employees

More than 1 500 employees have purchased season tickets to Vancouver's Expo 86 on the company's Payroll Deduction Plan. Otto Wegner, manager, payroll, has announced.

In addition, hundreds of three-day passes at reduced rates have been ordered. The result will be a contribution by the CP Air family of employees of more than \$250,000 to Expo's revenues.

Payroll deductions for the season passes will be made over 18 pay 21 paydays this month and ending with the fourth payday of 1986. For biweekly-paid employees there will be 17 deductions of \$5 and one deduction of \$4 for each adult season pass. Deductions for children and seniors will be half of the adult amounts.

Deductions for monthly-paid employees will be double the biweekly amounts.

Reduced rate tickets for the pre-exposition Expo Centre presentation are also selling well at the Company Store, located in the lobby of the Vancouver Ops Centre east entrance. Peter Madden, who operates the store, said more than 2,000 Expo Centre tickets were sold in the first month of their availability. The store is selling the tickets on a volunteer basis as a service to employees.

Although the deadline for purchase of season passes by payroll deduction has passed, employees may still order them for cash until Oct. 1. Three-day tickets at reduced rates are also available until Oct. 1. Application forms are available from payroll administrators.

### EXPOSURE



By  
Peter Chettle

### Expo supplement coming shortly

Be sure to pick up your copy of CP Air's special Expo newsletter being distributed shortly via the CP Air News mailing list. Prepared for CP Air by Creative Artforms Inc. of Vancouver, the Expo newsletter will be circulated in customer and business circles around the world to promote awareness of CP Air's involvement in Expo. CP Air employees are the first to receive it.

Following are some frequently-asked questions about tickets and Expo.

**Q** — When will Expo Centre be open on a daily basis?

**A** — Effective June 28, 1985.

**Q** — Will the Display Centre re-open?

**A** — Yes, it re-opened June 1 and its hours are 1000-1700.

**Q** — Does the three-day pass have to be used on consecutive days?

**A** — No, the pass is punched on each day of entry.

(See EXPO, Page 2)

## New-look EPA pursuing new markets

Eastern Provincial Airways added a prestigious spoke to its growing Halifax hub June 1 when it inaugurated non-stop service to Ottawa.

Service is twice daily weekdays, and once on Saturdays and Sundays.

The new spoke links Ottawa with six other major Maritimes markets through the Halifax hub.

Describing the new service at a National Transportation Day program in Saint John, EPA president Sheldon Stoilen said that the Halifax hub would provide Maritimes travellers with a far more convenient routing to Ottawa and he noted that Halifax already has the highest percentage of connecting airport passenger traffic than any of the eight major cities of Canada.

"The new service is aboard a completely refurbished B-737," he said. "The aircraft has been literally rebuilt, with a fresh decor and the latest in seating comfort, more than double the overhead storage space, and a revitalized EPA look on the exterior."

Stoilen added that EPA is now looking south for expansion, and hopes to add routes to New York, Boston, and Tampa.



Eastern Provincial's bold new image

### Hot Line

The company's Hot Line is ready to receive employee calls 24 hours a day. All suggestions to help improve operations, and thus profitability, are welcome.

The number to call is:  
**(800) 663-0372**

Vancouver employees are reminded that they must dial the long-distance prefix 112 before dialing the 800 number. Thus, if you're calling from the Ops Centre, you must dial **9-112-800-663-0372**



Chez CP Air

# Attaché: un service qui tient compte de l'égo des gens d'affaires

CLAUDE TURCOTTE

La très vive concurrence entre CP Air et Air Canada a pris notamment le format d'une expérience visant à conquérir la clientèle des gens d'affaires.

CP Air fait en effet, pour le dire en clair, un effort de plus en plus grand pour séduire le client qui, dans un monde où la concurrence est féroce, ne se contente pas de voler, mais veut aussi être servi.

Le plus que les services attachés sur ce vol, c'est l'attitude de l'équipage et du personnel au sol, qui ont su créer une atmosphère de bien-être et de confort pour les passagers.

pendant le vol, on peut profiter de la tranquillité de l'attaché.

par François ROBERGE

ENTREPRISE

## Avec Attaché, CPAir veut compenser le nombre plus restreint de ses vols par un service de qualité supérieure

On estime que 30 % de la clientèle des transporteurs canadiens amène 70 % des revenus.

Attaché won headlines in Quebec following a trip by a group of Montreal journalists



Attaché in Halifax... EPA customer sales agents Gloria Safolio and Anne Flynn at the exclusive Attaché check-in counter

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\*Rates are per person double in U.S.S.

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