

Republic

Expression



Express

Compared to its new-generation competitors, the SF340 represents the breakthrough that the regional/commuter airline industry has long been looking for. A mainline passenger can at last complete his journey from big-jet touchdown to commuter take-off with only a leg-stretch between environments — and in the American southern and mid-western states he can do it best of all with Republic Express!

Lockable wardrobes front and rear, together with specially contoured extra-wide seats, are particular features of Republic Express SF340s.

The SF340's separate rear baggage compartment is both roomy and easily accessible.



Jackson, Mississippi, is served four times a day.



Republic

Republic Express is not only the third U.S. carrier to put the SF340 into service, but its new-technology turboprops feature the most luxurious cabin interior of any flying on three continents. A complete appraisal was made of the flexibility offered by the 340's spacious fuselage — which provides full stand up headroom — with outstanding results. Capable of comfortably carrying up to 35 passengers, SF340s with Republic Express are configured for just 30 who enjoy specially contoured extra-wide seats, carry-on luggage space front and rear incorporating lockable wardrobes, a tastefully co-ordinated colour scheme and new fabrics to match. This effectively provides an atmosphere of relaxed comfort on a busy network of 'smart connections' throughout the southern United States.

To say that the timescale between the initial conception of Republic Express and its service introduction was rapid is a gross understatement — even by the dynamic standards of the North American airline industry! From scratch it took just four months — new airline, new people and new aircraft. The brainchild of Michael J. Brady, the operator's Founder, Chairman, President and C.E.O., an initial five SF340s (together with 20 smaller Jetstream 31s) were chosen to fly a series of routes from Memphis, Tennessee, as an independent airline on behalf of Republic Airlines for an initial contract period of ten years. A second agreement was awarded to Republic Express, starting December 15, 1985, to support Republic Airlines' Minneapolis operation.

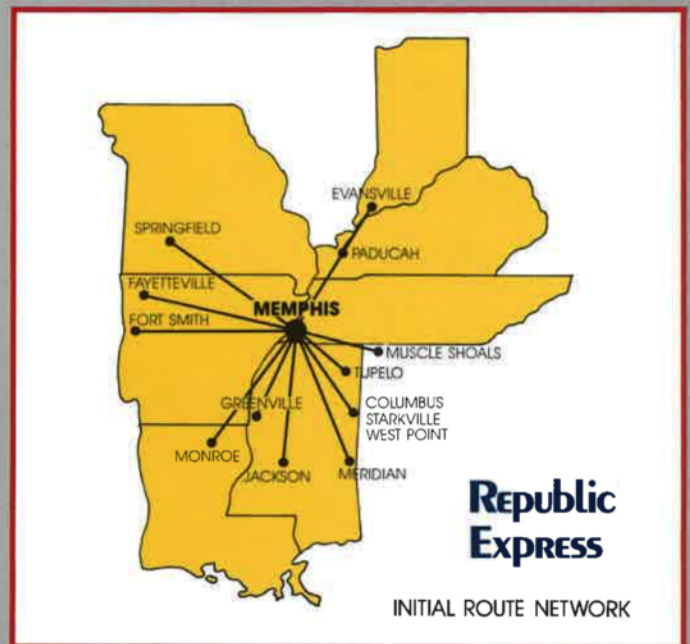
Having been steeped in the U.S. airline business since 1972, initially with Eastern Airlines, Mr. Brady subsequently served as President and C.E.O. of Southeastern Airlines, latterly assuming the same responsibilities with Eastern Metro Express — one of the first airlines to operate under joint marketing agreements, now common between regional and major airlines. Small wonder that, when confronted with the exacting task of selecting what was to become his 30-seater, Michael Brady undertook a painstaking assessment of all available types, based on his not inconsiderable experience. That the

SF340 won hands down is now history.

Dedicated to providing professional, reliable and safe scheduled air transportation, Republic Express SF340s give a level of passenger service equal to the big-jets that its passengers deplane from.

Right from the start, Brady identified passenger appeal — especially service both on the ground and in the air — as a 'must' for Republic Express, for so often had he seen this apparent essential as lacking in others.

Clearly the SF340 gave Mr. Brady all he needed to fulfill an exacting list of



requirements. From 'Day One' this latest of the new-technology 30—40 seater turboprops more than satisfied the discerning passengers of Republic Airlines as they boarded this quiet commuter — but after more than a year in service on three continents with demanding airlines, this came as no surprise. Using Republic Airlines' two-digit designator, color scheme and even in-flight magazine, 340s began flying on a daily basis from Memphis to Columbus 'Golden Triangle' Airport (Columbus—West Point—Starkville) and four times a day to Jackson.

Republic Express SF340s are dedicated to fly on behalf of Republic Airlines from its Memphis and Minneapolis hubs.



Excellent cockpit visibility and EFIS as standard.



The initial order for five SF340s was announced at the 1985 Paris Air Show.



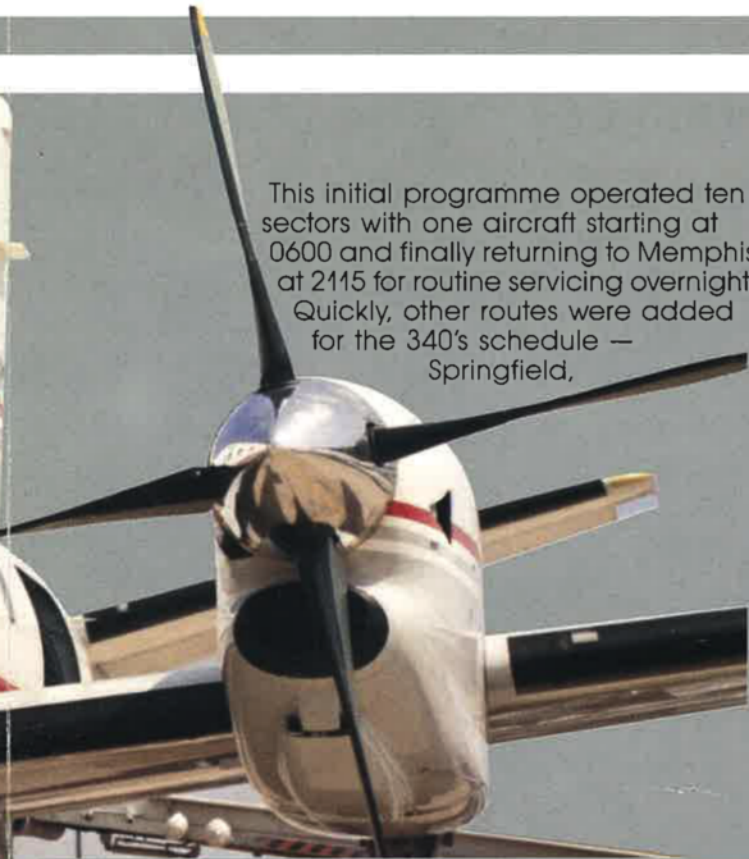
Michael J. Brady, Founder, Chairman, President and C.E.O., Republic Express.



Underwing single-point pressure refuelling (overwing gravity refuelling is also provided) makes for quick turnarounds.



Built-in airstairs facilitate passenger embarking.



This initial programme operated ten sectors with one aircraft starting at 0600 and finally returning to Memphis at 2115 for routine servicing overnight. Quickly, other routes were added for the 340's schedule — Springfield,

Monroe and more. By the end of 1986 Republic Express confidently expects to operate to between 15 and 20 destinations. With a daily flying time in excess of ten and a half hours, SF340s are more than earning their keep in the highly competitive regional airline business.

Republic Express' first hiring of 70 employees, all representing high-grade disciplines in their own sphere of regional airline business, give plaudits to the SF340 — not least Michael J. Zenkovich, Director of Operations. His view: 'The 340 is probably the best 30—40 seater in the business'.

Dennis Mitchell, Chief Pilot, reckons the new turboprop 'has to be a winner' and 'it's like flying a small big-jet'. Kelly Johnson as Manager of Inflight Service, is at the 'sharp end' of the customer's response. 'They just love it, because they don't expect the service and facilities we give them — a wide aisle; a lot of space for carry-on baggage; a proper lavatory and much more that you don't get on most commuter services.' But Charles Miller, Director of Maintenance, sees the SF340s less than most! 'Sure we had problems to start with — who doesn't with a new-generation airliner that's going to take us places for a long time to come — but they've settled down like they always do! It's an engineer's airplane.'



Passengers appreciate the SF340's 'big-jet' appeal.



Baggage and cargo is easily and quickly loaded.



SAAB SF 340

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