

Airline Quality Rating



For Immediate Release

March 10, 2006

National Airline Quality Rating to be announced April 3

What: 16th annual national Airline Quality Rating news conference

When: 9 a.m. EDT, Monday, April 3, 2006

Where: Holeman Lounge, National Press Club, Washington, D.C.

Phone: (316) 978-3045 (WSU Office of University Communications)
(402) 554-3502 (UNO University Affairs)

The results of the 16th annual national Airline Quality Rating (AQR) will be announced at 9 a.m. EDT, Monday, April 3, at a news conference in Washington, D.C. The AQR, the most comprehensive study of the performance and quality of the 17 largest airlines in the United States, each year helps sort out the difference in airline performance for the business community, the media and the general public.

The rating is conducted annually by researchers at the W. Frank Barton School of Business at Wichita State University (WSU) and the University of Nebraska at Omaha (UNO) Aviation Institute. The AQR is a cooperative project funded as part of faculty research initiatives at WSU and UNO.

The rating is a multifactor look at the overall performance quality of the airlines based on elements such as on-time, denied boardings, mishandled baggage and customer complaints. It is the only rating to include multiple criteria by which airline performance is measured in a quantitative and unbiased manner.

The new findings cover the 2005 calendar year. The following airlines, listed in alphabetical order, are rated: AirTran, Alaska, America West, American, American Eagle, ATA, Atlantic Southeast, Comair, Continental, Delta, Independence Air, Jet Blue, Northwest, SkyWest, Southwest, United and US Airways.

Jet Blue earned top honors in the previous two AQR reports.

The researchers also will address the following issues:

- Surprising new results for 2005;
- Industry trends as the nation returns to better economic times;
- Overall industry performance in 2005;
- What consumers can expect from the airlines concerning hidden service fees;
- Potential short-term and long-term challenges in the airline industry.

Media Notes:

For information about the AQR, contact Dean Headley at WSU, (316) 978-3367, or Brent Bowen at UNO, (402) 554-3424.

Media unable to attend the news conference in Washington, D.C. may receive a copy of the AQR news release on the day of the news conference (April 3) by contacting either of the following:

- Amy Geiszler-Jones at WSU, by phone (316) 978-3409, by fax (316) 978-3776, or by e-mail amy.geiszler-jones@wichita.edu.
- Beverly Newsam at UNO, by phone (402) 554-2358, by fax (402) 554-3541, or by e-mail bnewsam@mail.unomaha.edu.

News releases will be mailed by first-class post Saturday, April 1.

An electronic version of the full report will be available after 9 a.m. (EDT) Monday, April 3, at the following address: <http://www.aqr.aero>.

Taped comments by Dean Headley will be available via the WSU Radio Newsline at (316) 978-3682 or <http://www.wichita.edu/newsline> beginning at 9 a.m. (CDT) Monday, April 3. Brent Bowen will have comments available on the UNO Radio News Line beginning at 9 a.m. (CDT) Monday, April 3, at <http://www.unomaha.edu/news/radionewsline/>

Headley and Bowen will be available for interviews Monday after the press conference. For Headley, telephone the Willard Hotel in Washington, D.C. at (202) 628-9100. Ask for the room of Dean Headley. For Bowen, call (402) 672-0828.

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Contact: Joe Kleinsasser, WSU director of news and media relations, (316) 978-3013 or joe.kleinsasser@wichita.edu; or Tim Kaldahl, UNO assistant director of media relations, (402) 554-3502 or (402) 672-0828 (cell).