



A BLUEPRINT FOR SUCCESS



Like its sister company, London Drugs, London Air Services is banking on a proven blueprint for success. Maintain the highest standards, provide exceptional service and constantly grow and innovate. It's a formula that has worked for 50 years for London Drugs and is already paying big dividends for London Air Services.



DELIVERED OCTOBER 1999

LEARJET 45

RECEIVED 1ST CANADIAN-REGISTERED LEARJET 45



LAS

London Air Services understands that their success and growth is built on exemplary customer service.

After all, until recently, they were the customer.



London Air Services grew out of Canada's London Drugs, a network of 53 innovative drugstores

spread across Alberta and British Columbia. London Drugs president Wynne Powell frequently turned to charter for business travel. "We could have just purchased a corporate jet," he says, "but when I couldn't book a charter aircraft, I realized that there was a market for another charter company."

A decisive man, Powell knows what he wants and takes no detours getting there. He picked the Learjet 45 for its speed, size and comfort. It's also perfectly suited for the area's varied, rugged terrain. Powell immediately hired Mike Krall as chief pilot and operations manager to put the program together. "I hired the best chief pilot I could find," says Powell. "Mike's been flying for 40 years, and flying Learjets for more than 20. He's also a Learjet check pilot. Mike's mandate was to assemble the very best team possible."

Customer Focus

Powell runs London Air Services the way he runs London Drugs—with a strict focus on customer service and innovation. "Our customers tell us they like our professionalism, our caring attitude and our new equipment," says Powell. LAS is very particular about the quality and appearance of its Learjets. Whenever a charter involves an overnight stay, the company seeks out hangar space to protect the aircraft. "Once a company charters with us, they return. I can't think of one charter customer who has not become a repeat customer—and grown in its usage. That speaks for itself. Charter is a personal business. That's why Mike and I work directly with our customers."

Knowing the benefits of charter from a customer's perspective gives London Air Services a unique outlook on its business. One that is paying off. LAS recently

purchased a second Learjet 45 and has a Continental on order.

But getting the business up and running was not all smooth sailing. London Air Services' Learjet 45 was the first in Canada. Transport Canada had never before certified this all-new aircraft. Krall was in constant contact with the agency. "Mike's reputation in the industry helped Transport Canada have confidence in us," says Powell. The first Learjet 45 was imported on a Sunday afternoon. It was approved, certified and airborne by Tuesday morning. "Of course, I wanted it on Monday," laughs Powell.

MAX. RANGE	2,440 SM	2,120 NM	3,928 KM
MAX. OPERATING ALT.	51,000 FT		15,545 M
HIGH-SPEED CRUISE	534 MPH	464 KTS	860 KM/H
NORMAL CRUISE	527 MPH	458 KTS	848 KM/H
TAKE-OFF DISTANCE	4,350 FT		1,326 M
LANDING DISTANCE	2,660 FT		811 M





Corporate Anchor

London Air Services benefits from 50 years of service and innovation history. Its sister company, London Drugs, is known for its ongoing commitment to new products and customer satisfaction. London Drugs is LAS's largest customer. "LAS is fortunate to have a corporate anchor. It's what has made these aircraft available to the rest of British Columbia's business community," says Powell.

The first London Drugs opened in Vancouver in 1945. It quickly established itself as the industry trendsetter, introducing high-quality photographic equipment in 1953. Next came consumer electronics and home computers. Now the company leads with insurance services, in-store Internet access and online photo albums. Employing more than 6,000, the company serves millions each year.

Charter Value

In such a fast-paced, progressive company, frequent travel is a necessity. London Drugs quickly recognized the value of charter aircraft. Chartering a plane to take eight team members to a regional meeting an hour away was 30% less than the cost of commercial flights. Not to mention reduced employee downtime and hotel bills.

However, corporate aircraft offer greater efficiency and convenience, not just lower cost. London Drugs management can do a series of store visits—Calgary, Prince George and Kelowna—and be back the same day. "We find that as we're taking people to a large meeting or contract negotiation, we'll get together on the plane and identify such things as "What do we need to do?" "What answers do we need?" "What would success be?"

"On the way home after the meeting, you can debrief and, by the time you land, have it all wrapped up. That's been a benefit we didn't expect. You certainly can't have five or six people comparing notes and debriefing on a commercial aircraft," says Powell.

"Everyone at London Drugs is focused, purposeful," says Mike Krall, chief pilot and operations manager. "They're very professional people who have a mission. They work together and count on one another. It's great to be part of that team." London Air Services' real challenge is keeping its aircraft available to meet the needs of London Drugs and all of its other charter customers. Which is why LAS took delivery of a second Learjet 45 and has a Continental on order. The Continental will give their charter customers even greater reach, with the ability to fly to Europe and Asia.





"We started with an idea and an airplane and took it from there."

— Mike Krall, chief pilot/operations manager



Flying High

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he Learjet 45 flies faster, farther and higher than any other aircraft in its class, generally flying well above

commercial traffic. LAS's aircraft are outfitted with digital telephones, modem hookups and dataports for an efficient working environment. But without sacrificing comfort. An Airshow Network provides real-time flight information, stock quotes, business updates and news briefs. The system also can be interfaced with a laptop for PowerPoint presentations. Leather double-club seating for eight and a spacious lavatory take the tedium out of long business flights.

Even though the Learjet 45 is new to Canada, the aircraft—and LAS's impeccable service—have been well received. Each aircraft is in use about 400 hours per year. LAS serves clients in the forestry, oil and gas industries as well as more typical corporate charters. "We serve some companies who use charter exclusively and supplement the in-house flight departments of others," says Mike Krall, chief pilot and operations manager. "We're a great option when a company's flight requirements can't be met by their own aircraft."



Mike Krall
chief pilot/operations manager

London Air Services operates 24 hours a day. "We got a call one Sunday night at 9:00," says Krall. "We were in the air by 10:00 for an emergency charter. It's great to meet that kind of challenge. It gets the blood flowing."

Keeping everything flying smoothly is the job of Ted Foster, director of maintenance. With more than two decades of maintenance experience, Foster enjoys working on the Learjets and is especially looking forward to the Continental. "It's a great airplane. You don't have to inspect it to death, and it's designed so you can change out parts in 15 to 20 minutes."

Powell jokes, "Ted maintained a fleet of Learjets and Citations in his old job. He's got it pretty easy with just the two 45s."

From left to right: Mark Wittig, pilot; Joern Mohr, captain; Steven Inotai, pilot; Chris Simpson, training captain; Terry Batyi, pilot.