

# Why did Northwest Airlines ban smoking?

Let's look at the whole picture.

Passenger Complaints: Northwest Airlines %		Ranking Among All Airlines
Flight Problems	57.2	#1
Oversales	4.0	#2
Res'ns/Ticketing/Boarding	3.7	#2
Fares	1.1	#5
Refunds	4.4	#3
Baggage	12.9	#2
Customer Service	9.7	#2
Smoking	2.6	#1
Advertising	.3	#5
Credit	.2	#3
Tours	—	#6
Other	3.8	#2

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R.J. Reynolds Tobacco Company

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# Why Did Northwest Airlines Ban Smoking?

## Let's Look At The Whole Picture.

We're asking ourselves the same question. After all, smoking accounts for only 2.1% of all the passenger complaints received by the U.S. Department of Transportation. That's only about two out of every 100 complaints.

Passengers are far more likely to complain about cancelled or delayed flights, lost or damaged baggage, overbooking, ticketing or reservations. Particularly if those passengers fly Northwest. In fact, complaints against Northwest went up 1400% last year.\*

And on March 5, 1988, a routine safety inspection of Northwest by the Federal Aviation Administration revealed 139 safety violations, including overworked pilots and dispatchers. The airline was also cited for mistakes in maintenance, engineering and record keeping.\*\*

Now you know why Northwest banned smoking. It doesn't make any sense to us, either.

R.J. Reynolds Tobacco Company

\*Source: U.S. Department of Transportation

\*\*Source: Associated Press



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