

An “American” Journey

1920 - 1939

1926



Charles A. Lindbergh, chief pilot of Robertson Aircraft Corporation, holds a U.S. airmail contract flying U.S. mail from Chicago to St. Louis. Three years later his company is consolidated with others to form The Aviation Corporation.

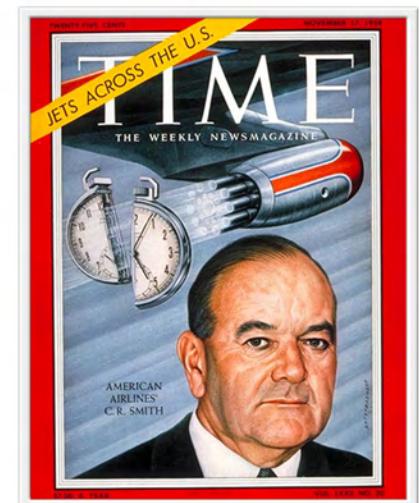
1930



The Aviation Corporation's airline subsidiaries incorporate into American Airways

The first American Airlines flight attendants work on the 18-passenger Curtiss Condor.

1934



American Airways becomes American Airlines, Inc. and Cyrus Rowlett Smith becomes president of American.

1926

American pioneers the Douglas DC-3, which became the backbone of commercial aviation for two decades.

1930

American carries its one-millionth passenger.

1934

American Airlines begins trading on the New York Stock Exchange.



An “American” Journey

1940-1969

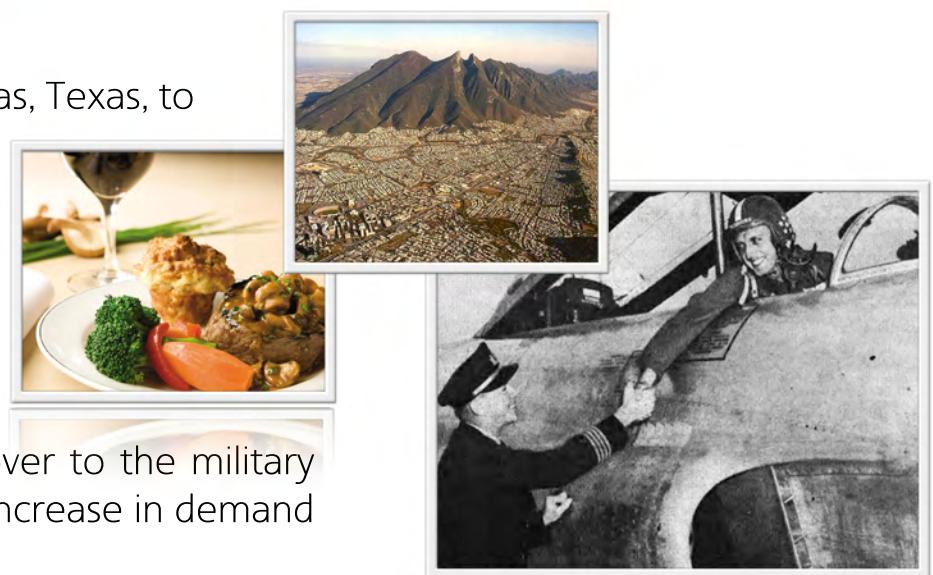
1941 Began service to Canada



1942 First flight to Mexico – September 8, 1942 (Dallas, Texas, to Monterrey, Mexico).

American enters the airline catering business with a subsidiary called Sky Chefs, providing food service to its passengers as well as other airlines.

During World War II, half of American's fleet is turned over to the military airline. The remaining fleet and personnel handle a vast increase in demand for air travel within the United States.



1944

American introduces the first domestic scheduled U.S. freight service

1946

American establishes its Tulsa Maintenance & Engineering Base.

1959 - early 1960s

American is the first to offer coast-to-coast jet service in 1959 with the Boeing 707.

American, teaming up with IBM, introduces and implements SABRE (Semi-Automated Business Research Environment), the largest electronic data processing system for business use. It becomes the largest real-time data processing system, second only to the U.S. government's SAGE system. The SABRE system is still used today by American and other carriers, and powers such websites as Travelocity.



1964

Captain David Harris becomes the first African American Pilot flying the DC-6 Aircraft

1966-1967

During the winter of 1966-1967 *American Way* in-flight magazine is first published (*Nexos* is the Spanish-language version).



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1970-1989

1970



American gains its first Caribbean routes through a merger with Trans Caribbean Airways.

1973



American is the first major airline to hire a female pilot, Bonnie Tiburzi.

1974

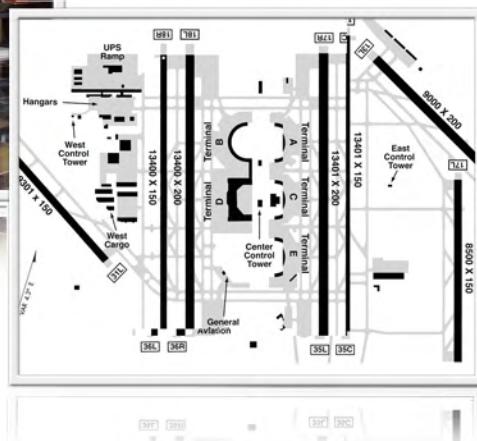


American introduces One-Stop Automated Check-In.

1981



American invents the frequent-flyer program.



American establishes its Dallas/Ft. Worth hub.

1982

Expanded international routes with service to London and Brazil

Stockholders approve a plan of reorganization and a new holding company is formed: AMR Corporation, which becomes the parent company of American Airlines, Inc.



1985 Started service to Germany and France

1984

American introduces the American Eagle system, a network of regional airlines offering high-level service from small communities to large cities through connections to and from American Airlines.

AmericanAirlines®
AmericanEagle®

1987 Began nonstop service to Japan



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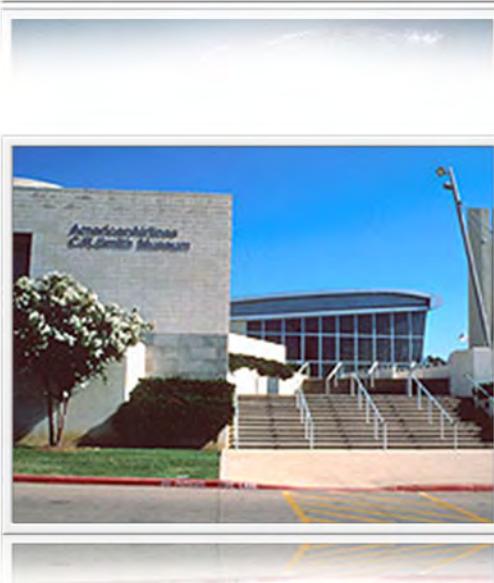
1990-1999



1990

American introduces its premiere international service, The San Juan reservations center opens, and American expands its Latin American service with routes acquired from Eastern Airlines, with Miami as the focal point of the expansion.

American Airlines became the largest carrier in Central and South America.



1991

American flies its billionth passenger.

1993

The American Airlines C.R. Smith Museum opens at its headquarters complex in Fort Worth.

1994

The first Employee Resource Group (ERG) established.



1995

American announces its World Wide Web site.

1997

All American Airlines flights become non-smoking.



1998

American and four other airlines announce a new customer-driven global alliance - **oneworld**® - launching a multi-million dollar program designed to raise the standard of global air travel.

1999

American introduces the Boeing 777 and the 737-800 and completes the installation of defibrillators on all its aircraft.

American becomes the first airline to offer DVD inflight video players on scheduled flights.



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2000-2009

2001

American Airlines completes acquisition of TWA's assets.

2006

American Airlines unveils its Next-Generation Business Class. The new B767-300 Business Class features new, innovative, lie-flat seats in a 2-2-2 configuration for Business Class.



2008



American introduces a mobile version of AA.com.

American Airlines Cargo Division (AA Cargo) receives the "International Airline of the Year" awards from the Delivery and Logistics Association at its annual AirCargo Conference



American Airlines launches Aircell's Mobile Broadband Service Gogo and is the first airline to offer full inflight internet in the U.S.

American and Susan G. Komen for the Cure announce an expanded partnership with the unveiling of two specially co-branded aircraft.

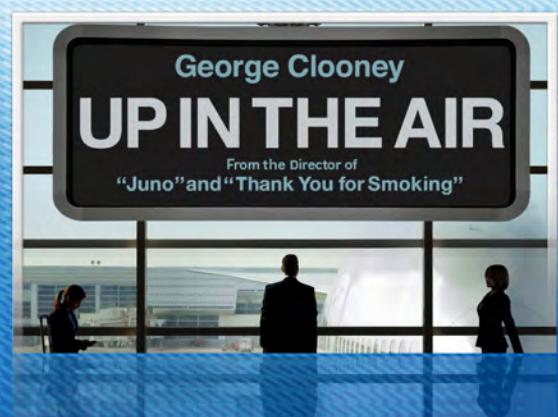


2009

American launches a first-of-its-kind social networking site, BlackAtlas.com, which combines the best features of a travel site with the power of social networking to create a dynamic online community for travelers to share experiences unique to people with African heritage.

American Airlines and NBC Universal announce that they have reached an agreement for inflight broadcast content.

American Airlines announces its participation in the Paramount Pictures film *Up in the Air* by Oscar®-nominated director Jason Reitman and starring Oscar winner George Clooney.



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2010-2011

2010



American begins using the mobile YADA device (which stands for “Your Assistance Delivered Anywhere”), which enables airport employees to provide real-time information on flights, gates, standby lists, print bag tags and boarding passes, and even pull up maps of other airports.

American expands its mobile boarding pass program to customers departing on domestic flights from 19 additional airports for a total of 27 airports with the program.

American announces its Your Choice services. Your Choice provides key services intended to make the customer travel experience even more personalized, convenient, cost-effective, and flexible than ever before.



American Airlines, British Airways, and Iberia announce the official start of their new Joint Business and new service as a part of their trilateral relationship.



American releases the first version of its free iPhone application, giving customers a new way to stay connected with the airline while they are traveling.

2011

American continues to expand its partnerships with other airlines in addition to enhancing its Joint Businesses and its participation in the **oneworld**® alliance.

American makes the largest new aircraft order in history.

Japan Airlines and American Airlines announce the commencement of their Joint Business alliance.

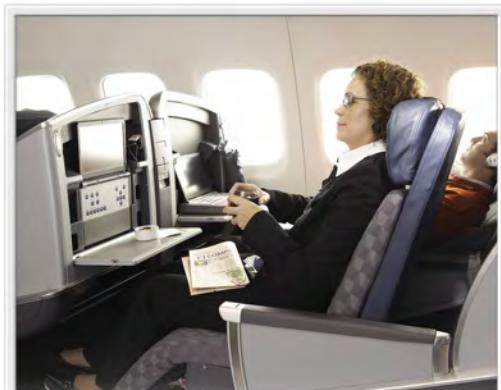
American Airlines and Qantas expand codesharing and their Joint Business alliance between major cities across North America and Australia.



An "American" Journey

2012-2013

2012



Entertainment on demand with individual Galaxy Tabs in 1 and Business Class.

WiFi is available across the narrowbody fleet.



Free WiFi is available in Admirals Clubs



American expands its use of social media, including Facebook, Twitter, LinkedIn, and YouTube.

Mercado magazine names American as "Most Admired Airline" in its annual survey of companies serving the Dominican Republic.



iPads for all pilots replace 35-pound flight kits from each aircraft, saving an estimated \$1.2 million of fuel annually.

American Way is honored with three Gold (First Place) medals and two Silver (Second Place) medals in the prestigious North American Travel Journalists Association (NATJA) Awards.

2013

Samsung Galaxy Note for all flight attendants (delivered in 2013) will be an industry first and will enable us to provide an exceptional and more personalized customer experience with up-to-date customer information.



An “American” Journey

Aircraft through the Years

Current Fleet



737



Airbus Series



MD-80



767 Series



757



777 Series

Future Fleet

Boeing 777-300ER



Innovative 2012 Boeing
787 Dreamliner