

**ERA 1 – THE EXPERIMENTAL YEARS (1910-1925) (Updated 8/2/2018)**

June 14, 1910	-	U.S. Congress passes the Shepard Bill, authorizing the U.S. Postmaster General to investigate the feasibility of air mail service.
Sept. 23, 1911	-	Stunt Pilot Earle Ovington flies a daily “air mail” route between Mineola and Long Island, N.Y., during the week-long Nassau Aviation Meet.
May 15, 1918	-	U.S. Army launches an experimental air mail service between Washington, D.C. and Philadelphia.
Aug. 12, 1918	-	U.S. Army transfers responsibility for air mail delivery to the Post Office Department, which launches the first regular air mail service between College Park, Md., and Chicago.
Sept. 8, 1920	-	U.S. air mail service becomes a coast-to-coast operation with mail being flown during the day and moved by train at night.
Feb. 22, 1921	-	Pilot Jack Knight of the U.S. Air Mail Service demonstrates the feasibility of flying the mail day and night with a dramatic cross-country flight. He later becomes a United pilot.
Feb. 25, 1925	-	U.S. Congress passes the Kelly Act, authorizing private operators to bid on air mail contracts.

**ERA 2 – THE PIONEERING YEARS (1926-1933)**

April 6, 1926	-	Walter T. Varney starts contract air mail service between Pasco, WA and Elko, NV via Boise, ID, marking the true beginning of U.S. commercial air transportation and the birth of United Airlines.
May 12, 1926	-	National Air Transport (NAT) begins air service between Chicago and Dallas, via Kansas City, MO.
Sept. 15, 1926	-	Pacific Air Transport (PAT) inaugurates service between Los Angeles and Seattle. Venturesome passengers pay \$132, one way, to sit with the mail bags.
July 1, 1927	-	Boeing Air Transport (BAT) starts commercial air service between Chicago and San Francisco, charging passengers \$204 for a one-way trip.
Oct. 30, 1928	-	Boeing Airplane & Transport Corp. (BATC) is incorporated in Delaware and acquires BAT, PAT and the Boeing Airplane Co. as subsidiaries.
Feb. 1, 1929	-	BATC changes its name to United Aircraft & Transport Corp. (UATC) and acquires several new subsidiaries, including Pratt & Whitney Aircraft, Hamilton Standard Propeller Co. and Chance Voight Corporation.
Feb. 21, 1929	-	BAT introduces the Boeing 80 trimotor on its San Francisco-Salt Lake City segment. Service is extended to Chicago a year later.
Sept. 16, 1929	-	BAT establishes the Boeing School of Aeronautics at Oakland, CA to train pilots and mechanics.
Mar. 31, 1930	-	UATC acquires NAT and, three months later, acquires Varney Air Lines.
May 15, 1930	-	BAT, one of United’s predecessor subsidiaries, introduces the world’s first stewardess service on Boeing 80A trimotors flying between San Francisco and Chicago.
June 1930	-	The Boeing Monomail 200, a revolutionary all-metal airplane and forerunner of the Boeing 247, is placed in service on a transcontinental route by BAT and NAT.
1931	-	United was the first airline to advertise in a national magazine “The Saturday Evening Post.”
Mar. 28, 1931	-	United Airlines Inc. (UAL) is incorporated as a management company to coordinate operations of UATC’s airline subsidiaries.
April 1, 1931	-	NAT expands its operations to include Chicago-New York passenger service, connecting with BAT at Chicago, to establish the first transcontinental passenger air service. Pilots organize the Air Line Pilots Association (ALPA), affiliated with the American Federation of Labor (AF of L). The airline industry’s first labor agreement with pilots is signed Oct. 8, 1940.

Mar. 30, 1933	-	Introduces the B-247 into service. The low wing all metal aircraft was the world's first modern airliner. It reduced coast to coast service to under twenty hours.
July 1933	-	William A. Patterson, a former banker and assistant to BAT President Philip G. Johnson, is elected president of UAL.

### ERA 3 – THE FORMATIVE YEARS (1934-1940)

Feb. 9, 1934	-	The "air mail scandal" prompts U.S. President Franklin Roosevelt to cancel air mail contracts. U.S. Army pilots take over, with disastrous results, leading to restriction of flights to daytime only.
May 1, 1934	-	United Air Lines, Inc. (UAL) becomes an operating company and W.A. Patterson is named president, replacing P.G. Johnson. Soon after, UAL wins temporary contracts to resume air mail operations on routes formerly operated by Boeing Air Transport (BAT), Pacific Air Transport (PAT), National Air Transport (NAT) and Varney Air Lines.
June 12, 1934	-	U.S. Congress passes the Air Mail Act of 1934, authorizing bids on new contracts for air mail routes and prohibiting airlines from owning aircraft and/or equipment manufacturing companies.
July 20, 1934	-	United Air Lines Transport Corporation (UALTC) is formed to own and operate UAL and its subsidiaries BAT, NAT, PAT, Varney Air Lines and United Airports of California.
Dec. 28, 1934	-	BAT, NAT, PAT and Varney are merged into UALTC. United Airports of California is sold to Lockheed Corporation.
Nov. 1, 1935	-	United Air Lines Employees' Credit Union, the industry's first, is incorporated in Illinois.
Mar. 23, 1936	-	United, Eastern, American, TWA and Pan American each pay Douglas \$100,000 to develop a four-engine, pressurized, long-range, sixty-passenger airliner, the DC-4 Experimental (DC-4E).
Dec. 1936	-	United opens the industry's first flight kitchen at Oakland, California. - United introduces the famous Douglas DC-3 into service and named it the "Mainliner". The first long-serving shield logo makes its appearance. The "Main-Line Airway" moniker is adopted.
1937	-	United advertised a Wives Fly Free promotion to develop women's interest in air travel. - Converts a B-247 into the industry's first flying laboratory to test de-icing boots and fuel injected carburetors and to investigate weather phenomena. - One major development adopted by the entire industry was electrical static dischargers on wings and elevators.
Jan. 19, 1937	-	United introduces the Douglas DC-3 Skylounge service between New York City and Chicago. The cabin featured 14 wide-swivel seats for an extra fare of \$2.00.
July 1, 1937	-	United inaugurates coast-to-coast overnight DC-3 Mainliner Sleeper Service.
1938	-	First airline to install transcontinental teletype capability. - First airline to establish a fully equipped medical department.
Aug. 22, 1938	-	The Civil Aeronautics Act of 1938, passed earlier by Congress, takes effect on this day. The act emancipates airlines from the control of the U.S. Post Office Department and establishes the Civil Aeronautics Board as the airlines' regulating agency. United is awarded grandfather certificates on the U.S. transcontinental and West Coast routes it was operating when the law took effect.
Mar. 20, 1939	-	United and the Airmen's Association of America, representing United's mechanics and related ground service employees, sign the airline industry's first collective bargaining agreement.
May 1939	-	United conducts the only airline demonstration flights of the single DC-4E. United and the other sponsoring airlines were unhappy with the DC-4E's performance and the project was cancelled. A redeveloped DC-4 became the workhorse transport during WWII, the military C-54.

March 1940	-	United inaugurates short-haul service on the West Coast with the Lockheed L-18 Lodestar, which were branded “Speedliners”.
Spring 1940	-	United experiments with reduced fare Sky-Coach service between six California cities.
June 19, 1940	-	After a nearly two-year close working relationship with Western Air Express, including route sharing, the Civil Aeronautics Board denies a merger with United.
Oct. 7, 1940	-	The Boeing School of Aeronautics begins training military personnel for the U.S. War Department.
Nov. 1940	-	United and the Railway Express Agency begin the first all-cargo service in the U.S. on a Chicago-Cleveland-New York route. Although an experiment, it was deemed very successful.

#### **ERA 4 – THE WAR YEARS (1941-1945)**

Jan. 1, 1941	-	United establishes the industry’s first employee pension program.
Jan. 9, 1942	-	United’s overhaul base at Cheyenne, Wyoming becomes a modification center for B-17 bombers under a contract with the U.S. War Department.
Mar. 2, 1942	-	United forms the UAL Victory Corporation to handle U.S. wartime contracts for military operations.
May 1942	-	United begins a military airlift to support U.S. troops in Alaska.
Sept. 23, 1942	-	United begins military airlift operations for U.S. troops in the Pacific theater.
Sept. 17, 1943	-	United acquires 75 percent of the capital stock of the Mexican airline, Lineas Aereas Mineras, S.A. (LAMSA).
Oct. 15, 1943	-	United begins U.S. coast-to-coast cargo service.
Dec. 23, 1943	-	United Airlines Transport Corp. (UALTC) changes its name to United Airlines, Inc. (UAL).
1944	-	United was the first airline to target women in a national advertising campaign. Ads appeared in Vogue, Bazaar and Harpers.
Sept. 22, 1944	-	United flight engineers form the Flight Engineers Association (FEA); the first FEA labor agreement is signed with United on Sept. 22, 1944.
Nov. 15, 1944	-	United ends its military operations supporting U.S. troops in Alaska.
July 3, 1945	-	The National Mediation Board (NMB) certifies the International Association of Machinists (IAM) as the bargaining agent for United mechanics and related crafts, replacing the Airmen’s Association of America. The first United-IAM labor agreement takes effect on Dec. 1, 1945.
July 31, 1945	-	United ends the bomber modification program at its Cheyenne base after 5,500 modifications.
August 1945	-	The Association of Air Line Stewardesses (AALS), later renamed Air Line Stewardesses and Stewards Association (ALSA), is named the bargaining agent for United stewardesses.
Nov. 10, 1945	-	United ends the training of U.S. military personnel at Oakland after qualifying more than 7,000 ground crew members.

#### **ERA 5 – POSTWAR GROWTH (1946-1958)**

Jan. 1, 1946	-	United pioneers the industry’s forty-hour work week.
March 1, 1946	-	United begins service with the Douglas DC-4 which were surplus military C-54 transports converted for airline service.
April 10, 1946	-	United introduces DC-3 Nurseryliner flights between San Francisco and Los Angeles for mothers and children. Two stewardesses provided games, bottle coolers, formulas, baby kits and other amenities. The fare was \$15.15.
April 25, 1946	-	United and the Air Line Stewardesses Association (ALSA) sign their first labor agreement; the contract is retroactive to Jan. 1, 1946.
April 27, 1947	-	United launches service with the pressurized Douglas DC-6 reducing the coast-to-coast flying time to ten hours.

May 1, 1947	-	United inaugurates service to Honolulu, Hawaii with its first flight from San Francisco to Honolulu.
January 1948	-	United opens Operations Control Center at the Denver airport to become the first airline to provide centralized oversight and control of the airline's day-to-day operations.
April 28, 1948	-	United opens its new automated maintenance, repair and overhaul base at San Francisco.
1949	-	Becomes the first airline to paint the top of its aircraft fuselages white which keeps the cabin appreciably cooler.
1950	-	United develops and introduces the first dog kennel, designed for the safety and comfort of the animal.
Jan. 15, 1950	-	Boeing 377 Stratocruiser joins United's fleet, flying between San Francisco and Honolulu. With the Stratocruiser came stewards of Hawaiian heritage to provide island hospitality and information. The B-377 also featured a private suite and lower level lounge.
May 14, 1950	-	United inaugurates west coast Air Coach Service with DC-4s.
July 1950	-	United starts U.S. military aircraft to support the Korean War effort. Operations are terminated Oct. 3, 1952.
1951	-	United was the first airline to operate a VHF (very high frequency) communication system which was virtually static-free.
Sept. 30, 1951	-	United inaugurates coast-to-coast Air Tourist coach service with DC-4s to compete with American, TWA and numerous so-called "non-sked" carriers.
July 1952	-	United sells LAMSA, its Mexican airline subsidiary, to local interests.
Nov. 6, 1952	-	United flight engineers stage a strike ordered by the Flight Engineers International Association (FEIA). U.S. President Truman intervenes, and strikers return to work the following day. New contract is signed on Jan. 30, 1953.
Nov. 16, 1952	-	United introduces the twin engine Convair 340 into service. This aircraft brings "above the weather" pressurized cabins to smaller cities.
February 1953	-	United and the Radio Corporation of America launch a joint project to develop an airborne weather-mapping (C-band) radar. Fleet installation of the units in July 1955 marks an industry first.
April 26, 1953	-	United introduces Executive Flights for men only, featuring complimentary cocktails, steaks, business publications and cigars on board. This popular program ends in January 1970. The Executive operated between Chicago and New York and San Francisco and Los Angeles. It was the first airline service targeting business men.
Sept. 1953	-	United enters into a successful interchange agreement with Continental Airlines. United crew flew the airplane between Seattle-Tacoma and Denver where a Continental crew flew the same airplane from Denver to Tulsa.
1954	-	United becomes the first airline to train pilots utilizing electronic flight simulators which had sound, visual and motion cues United originates the industry's first mechanized self-claim baggage system. This replaces the labor intensive and time consuming porter retrieval method.
May 24, 1954	-	United introduces its Douglas DC-7 service with a dramatic "Dawn-to-Dusk" flight from New York to Honolulu via San Francisco. "Red Carpet Service" is introduced.
June 1, 1955	-	United inaugurates the first U.S. transcontinental nonstop scheduled service between New York and San Francisco, flying the 3,000 miles with the new Douglas DC-7 aircraft in less than nine hours.
Oct. 24, 1955	-	United's flight engineers commence FEIA-ordered strike which ends with the signing of a new contract on Dec. 14, 1955.
Oct. 25, 1955	-	United becomes the first domestic airline to order pure jet equipment, the Douglas DC-8.
April 30, 1956	-	United inaugurates coast-to-coast Cargoliner service with new DC-6A aircraft.
Oct. 28, 1956	-	United retires the last of its Douglas DC-3 aircraft.

April 1957	-	United exceeds its competitor's coach service by introducing coast-to-coast "Custom Coach" on DC-7 aircraft featuring more spacious seating and hot meals.
June 1957	-	A smart, new "jet age" livery by Raymond Loewy is introduced featuring a red, white and blue dart on the tail.
Feb. 1958	-	United's first electronic reservations system, RAMAC, is placed into service.
Sept. 1958	-	United jet flight crew training begins at Denver's University of the Air using the world's first electronic DC-8 simulator.

#### **ERA 6 – THE JET AGE AND CORPORATE EXPANSION (1959-1969)**

1959	-	United was the first airline to utilize computerized flight planning. The program selected the best altitude, weather routing, flying time and fuel burn.
	-	United introduced the industry's first closed circuit TV flight arrival and departure screens at Chicago's O'Hare Airport.
Early 1959	-	United develops the enclosed telescoping boarding bridge known as the jet bridge. It was first installed at San Francisco.
Sept. 18, 1959	-	United inaugurates DC-8 Jet Mainliner service on the New York-San Francisco route. United creates "Jetarama", a traveling tent and actual DC-8 aircraft show, to introduce the public to jet travel.
July 5, 1960	-	United was the first airline to place the mid-range Boeing 720 jet into service.
May 1961	-	United debuts Instamatic, its new computerized reservation system. At the time it was the world's largest data processing system.
June 1, 1961	-	United merges with Capital Airlines, absorbing 7,000 new employees and all of Capital's routes to become the free world's largest commercial airline.
June 14, 1961	-	United introduces the French Sud Aviation twin-jet Caravelle into service. The Caravelle introduced jet travel to medium-sized cities on United's routes. United was the first U.S. airline to place a foreign-made jet aircraft into service.
Dec 11, 1961	-	United relocates its executive offices from Chicago's (southside) Midway Airport location to a new corporate campus in Elk Grove Township near the new O'Hare International Airport. Also on the campus is a new \$2M training center and hotel.
Sept. 26, 1963	-	George E. Keck is elected president of United. William A. Patterson is named chairman and CEO.
Feb. 1964	-	United introduces the Boeing 727 Jet Mainliner on its Chicago-Denver-San Francisco route.
March 1964	-	United inaugurates transcontinental DC-8F jet freighter service.
August 1964	-	United introduces a short-lived, three-cabin service program on B-720 and DC-8 long-haul flights known as "Red, White and Blue".
Dec. 1964	-	United is the first U.S. airline to install an automatic all weather landing system.
June 1965	-	United begins contract operations to support U.S. military operations in Southeast Asia.
Oct. 1965	-	United is the first airline to qualify for the Federal Aviation Administration (FAA) all-weather program, allowing DC-8s to land at specified airports with as little as 100-foot ceiling and quarter-mile visibility.
Feb. 28, 1966	-	United applies to the CAB for extension of its U.S. Mainland-Hawaii routes to new destinations in the Far East, marking the company's first major move towards international operations.
April 28, 1966	-	William A. Patterson retires as chairman and CEO of United.
July 8, 1966	-	The International Association of Machinists (IAM) orders a strike by mechanics and related crafts employees at United, which lasts 43 days.
Sept. 1966	-	United begins selling alcoholic beverages in coach class.
Oct. 1966	-	United launches its Fly the Friendly Skies slogan, which becomes the industry's longest-running marketing message.
Feb. 1967	-	United introduces its first credit card plan, the Personal Travel Credit Plan.

Feb. 24, 1967	-	United introduces the DC-8-61 into service, a stretched version of the classic jetliner. It was the era's largest jet airliner.
Aug. 1, 1967	-	United inaugurates Chicago-Toronto service, marking another step toward international expansion.
Nov. 1967	-	United becomes first airline to exceed one billion dollars in revenue.
Jan. 1968	-	United becomes an all-jet airline after retiring its last piston-engine DC-6.
Apr 28, 1968	-	United inaugurates the industry's first Boeing 737 service in "Custom Coach" configuration.
Nov. 1968	-	United drops its no-marriage rule for stewardesses.
1969	-	Snowbird service is introduced to popular western ski destinations including Colorado and Utah. Specialty cocktails and special handling of ski equipment is included.
April 24, 1969	-	United stockholders approve the formation of UAL, Inc. as a holding company, with United as a wholly-owned subsidiary, effective August 1, 1969.
Aug. 1, 1969	-	United inaugurates non-stop Chicago-Honolulu service, establishing what was then the longest U.S. domestic air route of 4,979 miles using Douglas DC-8-62 aircraft.
Oct. 1, 1969	-	United inaugurates non-stop New York-Honolulu service, establishing what was then the longest U.S. domestic air route of 5,120 miles.

#### **ERA 7 – UNDER THE WINGS OF UAL, INC. (1970-1989)**

July 23, 1970	-	United inaugurates service with the Boeing 747 "Friend Ship". On a flight from San Francisco to Honolulu, it featured the Friendship Room coach lounge and the Red Carpet first class lounge on the Upper Deck.
July 30, 1970	-	Stockholders of UAL, Inc. approve acquisition of Seattle-based Western International Hotels, Inc. (WIH) as a subsidiary.
Aug. 1, 1970	-	WIH Chairman E. Carlson is elected to the boards of UAL, Inc. and United Airlines.
Aug. 8, 1970	-	747 service begins between Los Angeles and Honolulu.
Dec. 18, 1970	-	UAL, Inc. board elects Carlson president of UAL, Inc. and United, following the resignation of George Keck.
March 1971	-	United activates Apollo, its new technology reservations system.
Aug. 14, 1971	-	United inaugurates service with the Douglas DC-10.
March, 1972	-	United hires its first domestic male flight attendants.
August 1972	-	United adopts a modified corporate identity featuring a bold "Four Star" livery paying homage to the four original airlines that became United.
1973	-	"West Coaster" service is introduced along the West Coast. Featured are entrees and other amenities with a west coast history including Asian and Mexican.
February 1973	-	United introduces Air Freight Information System (A.F.I.S.), the most modern and complete air freight computer system in the U.S.
March 1974	-	Automated teleticketing is introduced by United in 1974 as an industry first to provide faster ticket service for travel agencies and major commercial accounts.
Sept. 1974	-	United adopts a new corporate identity program featuring a stylized "U" logo, new color scheme and a two-word signature (United Airlines), marking the company's first departure from the three-word name adopted in 1931.
Dec. 1974	-	Richard J. Ferris is elected president of United Airlines; Carlson is named chairman and CEO.
June 1975	-	United introduces First Freight priority service for small packages, which quickly became one of the fastest growing air freight services.
July 10, 1975	-	Vancouver, B.C. customer service agents, affiliated with the International Association of Machinists (IAM) strike United for a five-week period.
Dec. 6, 1975	-	IAM-affiliated mechanics and related crafts employees state 58-day strike at United.

April 6, 1976	-	United celebrates fifty years of service. - E. E. "Buck" Hilbert flies a restored Swallow aircraft from Pasco, WA to Elko, NV via Boise, ID in celebration of 50 <sup>th</sup> anniversary of the start of Varney Airlines in 1926. He will recreate the flight of pilot Leon Cuddeback. As a result of this, United received the Collier Trophy.
July 1976	-	William A. Patterson, United's leader from 1934 to 1966 is inducted into the Aviation Hall of Fame at Dayton, OH.
October 1977	-	United stands alone in the industry in supporting airline deregulation. - Introduces B727-200 to United fleet, a new, improved stretch version of standard B727 design. It becomes the workhorse of the fleet.
June 1978	-	United elects Susan Schaffer, first female corporate Vice President (Inflight Service).
May 1979	-	18,000 members of the International Association of Machinists and Aerospace Workers return to work after a 58-day strike, the longest in United's history. In an attempt to appease inconvenienced passengers, United issues 2.5 million half-fare coupons, an industry first. - "Sun Bird" service is introduced between Cleveland, Pittsburgh, Chicago and Washington, D.C. to cities in Florida.
Dec. 7, 1979	-	United donates a DC-8 to Project Orbis becoming a founding corporate sponsor. The plane becomes a flying eye surgery hospital, restoring sight to the impoverished in developing countries. (In 1994 the original DC-8 was replaced with a DC-10.)
May 15, 1980	-	United flight attendants celebrate their 50 <sup>th</sup> anniversary.
May 1981	-	United introduces its Mileage Plus frequent flier program.
June 12, 1981	-	In response to competition from New York Air and PeoplExpress, Friendship Express, using high-density Boeing 737s, inaugurates service in markets to and from Cleveland. Destinations were New York LaGuardia, Newark, Washington National, Philadelphia, Hartford, Boston, Milwaukee and the Twin Cities.
Oct. 29, 1981	-	James Hartigan, Sr., is elected president of United; Percy Wood is named vice-chairman; Richard Ferris remains airline chairman and CEO.
1982	-	The Hub and Spoke operations concept is introduced, with many aircraft landing at transfer stations at the same time. Hubs are established at Chicago, Denver and San Francisco.
April 29, 1982	-	Richard Ferris is elected chairman of UAL, Inc. succeeding Edward Carlson, who remains on the board for a year before retiring. Percy Wood retires.
Sept. 1982	-	United inaugurates Friendship Express service along the West Coast with ten B-727s in all-coach configuration in an attempt to improve profitability in that market.
Sept. 8, 1982	-	United is the first airline to begin service with the twin-engine widebody Boeing 767.
April 3, 1983	-	United inaugurates Seattle-Tokyo service, its first trans-Pacific Asian route.
1984	-	Beginning with the 1984 Summer Olympics, United becomes the Official Airline Sponsor of United States Olympic teams.
Oct. 1984	-	United becomes the first airline to fly to all fifty states. The marketing tagline was "First to Fifty".
Feb. 25, 1985	-	United forms United Vacations to sell Hawaiian package tours, the first U.S. domestic carrier to set up wholesale tour operations as an independent subsidiary.
May 15 1985 - June 14 1985	-	Members of the Air Line Pilots Association (ALPA) stage a four-week strike at United. Members of the Association of Flight Attendants (AFA) stage a sympathy walkout.
Sept. 1985	-	James Hartigan, Sr. is elected chairman of United Airlines, succeeding Ferris, who remains president, chairman and CEO of UAL, Inc.
Nov. 7, 1985	-	United places largest aircraft order in its history; Boeing 737-300s for domestic routes and Boeing 747-400s for development of new international markets.
Feb. 3, 1986	-	United creates Silver Wings Plus travel club for persons age 65 or older, providing discounts on United, Hertz, Westin and Ramada hotels.

Feb. 11, 1986	-	United begins service to 13 Pacific cities after purchasing Pan American World Airways' Pacific Division for \$718 million. San Francisco becomes the trans-Pacific hub.
April 1986	-	UAL, Inc. changes its name to Allegis Corporation to identify itself as a diversified travel company.
June 1986	-	Air Wisconsin begins service as the first United Express carrier.
1987	-	Concierges are introduced to provide personalized service to international first class passengers.
June 9, 1987	-	Hertz Car rental executive Frank Olson is elected interim chairman of Allegis and president and CEO of United Airlines, following departure of Richard Ferris. Edward Carlson rejoins Allegis board as a director and serves until May 26, 1988.
Aug. 4, 1987	-	United dedicates the new Helmut Jahn Terminal for Tomorrow at Chicago's O'Hare International Airport. At the time, it was the largest single airline terminal in the world.
Sept. 19, 1987	-	United announces its Travel Club for Seniors, "Silver Wings Plus", offering discounts on air travel, hotels, cruises and rental cars.
Oct. 4, 1987	-	Conniston Partners, a major Allegis investor group, forces Allegis to sell off its interests in Hilton International. Hertz Rent-A-Car Corporation is sold on Dec. 30, 1987; Westin Hotels is sold on Feb. 1, 1988.
Nov. 1987	-	United's fall ad campaign includes first-time commercial use of "Rhapsody in Blue", which remains in use 30 years later.
Dec. 9, 1987	-	Stephen Wolf is elected chairman, president and CEO of Allegis and United.
Jan. 29, 1988	-	Friendship One, a United B-747SP, left Seattle on an eastbound round-the-world flight to raise funds for the children's charity, the Friendship Foundation. The flight set a new round-the-world speed record of 36 hours and 54 minutes.
Feb. 2, 1988	-	United was the first airline to install and use a Terrain Collision Avoidance System (TCAS) in commercial service. United was instrumental in the Research and Development of the system with the IFAA. TCAS is now a fundamental airline operating system worldwide.
April 27, 1988	-	United chairman, James Hartigan, Sr., retires.
May 26, 1988	-	Allegis name is dropped and the holding company is named UAL, Corp.
April 1989	-	United places \$15 billion order for up to 370 Boeing 737s and 757s, the largest single aircraft order in aviation history. The following month, the company places another \$3 billion order for up to 32 Boeing 767-300ER (extended range) aircraft.
May 2, 1989	-	United inaugurates service between San Francisco and Mexico City.
Sept. 1989	-	United inaugurates service with the Boeing 757.

#### **ERA 8 – UNITED ... THE GLOBAL AIRLINE (1990-1993)**

May 1, 1990	-	Inaugurates service with the stretched upper deck Boeing 747-400. The "Queen of the Fleet" serves major international destinations until retiring in late 2017.
March 1, 1990	-	According to U.S. DOT figures, United surpasses Northwest Airlines and Japan Airlines to become the largest airline across the Pacific.
May 15, 1990	-	United inaugurates its first scheduled trans-Atlantic service with flights to Frankfurt, Germany, from Chicago and Washington, D.C.
Aug. 21, 1990	-	United participates in Civil Reserve Air Fleet (CRAF) operations supporting U.S. troops in "Operation Desert Storm" in the Persian Gulf.
Oct. 15, 1990	-	United announces an order for \$22 billion in new-technology aircraft, Boeing 777s and 747-400s. It is the largest wide-body aircraft order in airline history.
Oct. 23, 1990	-	United announces purchase of Pan American World Airways' routes between the United States and London.
Nov. 1, 1990	-	United introduces Cargo Plus I, a computer system that enables freight forwarders worldwide to reserve cargo space and track shipments.



1991	-	United and McDonalds introduce Friendly Skies meals for young flyers. The hot entrée is accompanied by a special box containing additional service items and a rotating themed toy featuring Ronald McDonald and United aircraft.
Jan. 8, 1991	-	The long-fought for Chicago-Tokyo non-stop service is inaugurated.
April 3, 1991	-	United inaugurates its first scheduled service to London's Heathrow Airport from Miami, New York, Washington, D.C. and San Francisco.
Nov. 5, 1991	-	Connoisseur Class, United's new international business class service, is introduced.
Dec. 9, 1991	-	Pan American World Airways is liquidated; United acquires its Latin American operations for \$135 million.
January 1992	-	UAL Corp. reports a record loss of \$442 million for 1991.
Jan. 15, 1992	-	United inaugurates its first scheduled service to Latin America with flights to Caracas and Port of Spain. Within weeks, the company adds Buenos Aires, Montevideo, Acapulco, Cabo San Lucas, Grand Cayman, Guatemala City, San Salvador, San Jose (Costa Rica), Panama City, Rio de Janeiro, Sao Paulo and Santiago (Chile) to its Latin American route network.
Apr. 30, 1992	-	Stephen Wolf relinquishes the airline presidency, but remains chairman and CEO of United and UAL, Corp. United executive vice president John Pope takes over as airline president and chief operating officer.
July 3, 1992	-	United becomes the first U.S. carrier to provide non-stop service from the U.S. to the Peoples Republic of China with flights between San Francisco and Shanghai, with continuing service to Beijing.
Oct. 22, 1992	-	Business One service is inaugurated to give business travelers added amenities, including close-in gates, a dedicated team of airport personnel and ticketless transactions between Chicago and six other U.S. business destinations.
Nov. 5, 1992	-	United announces a 20-year agreement between the company and the Metro-Chicago Sports Stadium Joint Venture, to name Chicago's soon-to-be-built sports stadium, the United Center. The stadium, which opens in August 1994, will feature a huge United logo on the roof, automated ticket machines on site and telephones in the center's suites with direct lines to United reservations centers.
Jan. 11, 1993	-	United adopts a new gray and blue identity to reflect a conservative global image.
Jan. 28, 1993	-	UAL Corp. reports a record loss of \$957 million for 1992.
Sept. 13, 1993	-	United announces sale of 15 of its 17 flight kitchens to Dobbs International, ending an era of in-house catering which began in December 1936.
Nov. 30, 1993	-	United takes delivery of its first Airbus A320.
Dec. 22, 1993	-	UAL Corp. board of directors approves, in principle, United's employee stock ownership plan (ESOP).

#### **ERA 9 – ESOP AND THE NEW MILLENNIUM (1994-1999)**

March 2, 1994	-	United dedicates its new maintenance facility in Indianapolis, Ind. The 2.5M square foot facility will maintain, overhaul and repair United's narrow-body fleet.
June 1, 1994	-	United and Lufthansa German Airlines begin a marketing and code-share alliance which eventually leads to a trans-Atlantic joint venture.
July 12, 1994	-	<ul style="list-style-type: none"> <li>- UAL Corp. shareholders approve an employee stock ownership plan (ESOP), creating the largest majority employee-owned corporation in the world.</li> <li>- John Edwardson is elected president of United Airlines.</li> <li>- United employee directors are elected to the UAL Board of Directors; Harlow B. Osteboe for employees represented by the Air Line Pilots Association, John Peterpaul for employees represented by the International Association of Machinists, and Joseph Vittoria for salaried and management employees.</li> </ul>
July-Dec. 1994	-	A new corporate culture takes shape as United establishes cross-functional employee teams to study important company issues.

Aug. 18, 1994	-	Chicago's new United Center sports stadium is dedicated two years after United announced its 20-year agreement with the Metro-Chicago Sports Stadium Joint Venture.
Oct. 1, 1994	-	United inaugurates its low-cost, no-frills "Shuttle by United" service on the U.S. West Coast to compete with low-cost carriers, primarily Southwest.
Nov. 1, 1994	-	United introduces electronic ticketing (E-Ticket) on Shuttle by United flights.
January 1995	-	London employees participate in the employee stock ownership program. By year end, employees in Japan, New Zealand, Singapore and Vancouver also become owners.
April 4, 1995	-	UAL Services is established as a division of United to sell the company's non-transport services, such as maintenance and training, to other carriers.
June 7, 1995	-	United introduces the industry's first Boeing 777 service on its Washington, D.C. - London route.
Sept. 1995	-	United inaugurates nonstop Chicago-London service and expands E-Ticket throughout the United States.
Dec. 15, 1995	-	New Delhi, India joins United's international route system enabling the company to inaugurate its round-the-world service using the marketing slogan, Worldwide Service.
Dec. 31, 1995	-	United concludes its most profitable year ever as it reports \$662 million in net profits from continuing operations.
Jan.- Nov. 1996	-	Employees in Argentina, Australia, El Salvador, France, Germany, Hong Kong, Mexico, Taiwan, Thailand, the Netherlands, the Philippines and Venezuela become United owners.
March 1, 1996	-	United announces a 4 for 1 stock split.
June 15, 1996	-	United inaugurates the longest commercial route in its history with Chicago to Hong Kong nonstop service.
Aug. 22, 1996	-	United announces an order for 24 Airbus A319 aircraft.
Sept. 22, 1996	-	United partners with NASA and the German Aerospace Center to provide maintenance, ground operations and flight personnel for a modified B-747SP. The aircraft will be a platform for the Stratosphere Observation for Infrared Astronomy (SOFIA). An eight-foot wide telescope will emerge from the aft left side of the aircraft to explore the heavens.
Oct. 21, 1996	-	United selects Fallon McElligott Company and Young & Rubicam as its new advertising agencies, ending the airline's 30-year exclusive arrangement with the Leo Burnett agency.
Oct. 31, 1996	-	United expands Shuttle by United service to six western U.S. cities, to be followed in early 1997 with expansion to Denver.
Dec. 31, 1996	-	United closes its second consecutive record setting year, with fully distributed net earnings surpassing one billion dollars. The Cargo Division posts record annual revenue of \$772.5 million, maintaining United's position as the largest U.S. passenger/freight carrier.
Jan.-April 1997	-	Employees in Belgium, Brazil and Peru become United owners through an employee stock ownership program.
March 3, 1997	-	United enters the international freighter market, dedicating two DC-10 aircraft to an all cargo operation between the United States and Pacific Rim markets.
May 13, 1997	-	United voices support for continued deregulation of U.S. airlines before a U.S. Senate Committee studying possible re-regulation.
May 14, 1997	-	United partners with Air Canada, Lufthansa, SAS and Thai Airways to create the Star Alliance, "The Airline Network for Earth". It is the industry's first global airline alliance. Brazil's Varig is added on Oct. 26, 1997.
May 20, 1997	-	U.S. President Bill Clinton appoints Jerry Greenwald chairman of the "National Welfare to Work Partnership", making United a leader in the effort to move people off welfare and into jobs.

May 22, 1997	-	United introduces a new advertising campaign and slogan, “Rising”. The focus is on the company’s new Customer Satisfaction Philosophy (CSP), which will become the basis for all of the company’s actions in the future.
July 1, 1997	-	United becomes the first U.S. carrier to take delivery of the Airbus A319 and also orders eight Boeing 767-300s to help modernize its fleet.
Oct. 1, 1997	-	United expands E-Ticket to travel between the United States and United Kingdom, the company’s first use of international electronic ticketing.
Oct. 17, 1997	-	Deval L. Patrick is named as the new salaried and management employee director on the UAL board, replacing Joseph Vittoria.
Nov. 18, 1997	-	Pilots ratify a new contract, enabling United to better compete with other carriers that use regional jets in short-haul markets.
Dec. 31, 1997	-	United ends its third consecutive year of record earnings, with fully distributed net earnings of \$1.32 billion. The Worldwide Cargo Division also achieves a new record; \$892 million in annual revenue.
Jan. 30, 1998	-	New U.S.-Japan air services agreement is signed. Within months, United increases service between Chicago and both Tokyo and Osaka.
Feb. 25, 1998	-	United announces a new image with an updated logo and new names for classes of service; United First, United Business and United Economy.
March 4, 1998	-	United orders 30 Airbus narrow-body aircraft; 20 A320s and 10 A319s for delivery starting in 2000.
April 15, 1998	-	United orders 23 Boeing wide-body aircraft; one B747-400, sixteen B777-200s and six B767-300s, for delivery starting in 1999.
April 30, 1998	-	United and Delta announce a tentative seven-year global alliance, code-sharing and reciprocal frequent flier programs.
May 20, 1998	-	To expand its presence on the Internet, United invests in the Internet Travel Network.
July 17, 1998	-	Customer Service and Reservations employees vote for representation by the International Association of Machinists (IAM).
July 31, 1998	-	United orders 12 Airbus A320s and 10 A319s for delivery beginning in 2000 to simplify its fleet.
Sept. 18, 1998	-	President and Chief Operating Officer John Edwardson resigns due to lack of support from IAM and ALPA leaders. He was to succeed Jerry Greenwald as chairman.
Sept. 22, 1998	-	Jim Goodwin is named president and chief operating officer.
Oct. 15, 1998	-	United offers electronic ticketing on its around-the-world flights.
December 1998	-	United signs a 10-year contract with Atlantic Coast Airlines, ensuring ACA remains its primary U.S. East Coast United Express carrier and allowing for continued expansion of regional jet service by ACA.
Dec. 31, 1998	-	Hampered by the effects of an economic downturn in Asia throughout the year, United's three-year streak of record net profits comes to an end. Nonetheless, the company’s strong net profits of \$1.31 billion for the year were the second highest in the 20 years since deregulation.
March 3, 1999	-	United announces plans to build a new World Headquarters near Chicago's O'Hare International Airport in the next two to three years.
March 5, 1999	-	The company introduces its United First Suite on flights between San Francisco and London, becoming the first U.S. carrier to offer a lie-flat bed seat.
March 25, 1999	-	The UAL board elects Jim Goodwin to succeed Jerry Greenwald as chairman and chief executive officer in July.
March 28, 1999	-	Ansett Australia and Air New Zealand join Star Alliance, bringing to eight the number of member airlines.

April 4, 1999	-	United suspends service to Delhi, India from both London and Hong Kong. The flights were a key link in the company's round-the-world service inaugurated in December 1995. The company planned to begin service between Chicago and Delhi in October, but cancelled those plans in June. - Following a new aviation agreement between the U.S. and China, United announces it will seek authorization to offer non-stop service between San Francisco and Shanghai.
April 23, 1999	-	Battery-powered, high-tech mobile re-accommodation carts, known as United Chariots, debut. Carts with their computers, printers and additional staffing, can easily be positioned to a location where customer recovery is needed.
April 26, 1999	-	Los Angeles joins the ranks of United's hub stations, which also include Chicago O'Hare, Denver, San Francisco, Tokyo Narita and Washington Dulles.
May 1999	-	For the first time since United launched its E-Ticket service in 1994, more customers travel on electronic tickets than paper tickets.
May 4, 1999	-	United opens a cargo consolidation center in Dallas/Ft. Worth, Texas, offering dedicated trucking service between its airport cargo locations in Oklahoma and Texas. The company's first such center opened in Charlotte, N.C. in 1997.
May 13, 1999	-	United expands its "Believers" project to Los Angeles by providing financial assistance to young students through their college education.
May 19, 1999	-	Former U.S. Secretary of Energy Hazel O'Leary joins the UAL board of directors as Duane Fitzgerald retires.
May 27, 1999	-	United's public contact employees ratify their first contract since voting in July 1998 for representation by the International Association of Machinists (IAM).
June 1, 1999	-	United expands electronic ticketing to Latin America.
June 17, 1999	-	In response to customer complaints, the U.S. Air Transport Association develops a customer service improvement plan for U.S. carriers effective Dec. 15. United names its version "Our United Commitment".
June 28, 1999	-	Chairman-elect Jim Goodwin names his new senior leadership team; President Rono Dutta, Executive Vice President and Chief Operating Officer Andy Studdert, Executive Vice President and Chief Financial Officer Doug Hacker and Senior Vice President-People Bill Hobgood.
July 8, 1999	-	United and Star Alliance announce Mexicana Airlines will become a member in 2000.
July 13, 1999	-	Jerry Greenwald retires. New Chairman and Chief Executive Officer Jim Goodwin, President Rono Dutta and the rest of the new leadership team begin their duties.
July 20, 1999	-	United and internet retailer, Buy.com, sign an agreement to create a new web site, BuyTravel.com. Beginning in late 1999, the site will sell travel on all major airlines, as well as hotel accommodations, car rentals and cruises.
July 30, 1999	-	United becomes the first U.S. airline to offer domestic partner benefits to employees and retirees worldwide.
August 1999	-	United introduces Economy Plus, providing more legroom for an additional fee.
Aug. 9, 1999	-	Fortune magazine names United as one of the 10 best stocks for long-term investment.
Aug. 12, 1999	-	A fire at World Headquarters does not impact operations, but forces relocation of many employees to other Chicago area sites for months.
Sept. 22, 1999	-	United and Star Alliance announce that Austrian Airlines and its partners, Lauda Air and Tyrolean Airways, will join the alliance in 2000.
Sept. 28, 1999	-	United installs its first automatic external defibrillator (AED) on a Boeing 747 to help passengers who suffer cardiac arrest in flight. The entire fleet will be equipped by March 2000.
Oct. 19, 1999	-	UAL Corp. and Deutsche Lufthansa AG pledge up to \$730 million Canadian dollars to aid Air Canada and ensure its membership in Star Alliance. A group of investors that includes American Airlines had offered to buy the carrier, merge it with Canadian Airlines and make it part of the One World airline alliance anchored by American.

Oct. 31, 1999	-	United introduces United First Suite across the Pacific, after introducing it across the Atlantic in March. All Nippon Airways (ANA) becomes the ninth member of Star Alliance.
	-	United inaugurates Boeing 777 ETOPS (Extended Range Twin-Engine Operations) across the Pacific between Seattle and Tokyo.
	-	United inaugurates service to the U.S. Virgin Islands, with weekend-only, year-round service between Chicago and St. Thomas and between Washington Dulles, San Juan and St. Thomas.
Nov. 1, 1999	-	UAL Corporation announces plans to start a common stock dividend program in 2000, if approved by stockholders, allowing ESOP participants to receive a cash dividend instead of having their dividends reinvested into UAL stock.
Nov. 2, 1999	-	United announces it will launch daily nonstop service between San Francisco and Beijing in June 2000, and between Chicago and Shanghai in April 2001.
Nov. 9, 1999	-	United announces plans to participate in the first multi-airline travel web site along with Delta, Northwest and Continental in the first half of 2000. The company will be named Orbitz.
Nov. 17, 1999	-	With the addition of Brazil, United now offers E-Ticket service in every market it serves.
Nov. 18, 1999	-	United announces its participation in priceline.com, an internet company offering name-your-own-price deals on leisure air travel, hotel accommodations, cars and home equity loans.
Dec. 4, 1999	-	United becomes the first airline to offer daily nonstop service between Los Angeles and Melbourne, Australia.
Dec. 15, 1999	-	United introduces Our United Commitment, a program to improve customer service.

#### **ERA 10 – TURBULENT SKIES (2000-2009)**

Jan. 13, 2000	-	Company establishes new e-commerce subsidiary, United NewVentures, to maximize the sale of travel products over the internet and internet-enabled devices. It was renamed United Loyalty Services in July of 2000.
Jan. 31, 2000	-	UAL common stock closes at 52-week low of 56 7/8 as fuel prices rise and the company faces the prospect of higher post-ESOP labor costs.
Feb. 16, 2000	-	United inaugurates the first Boeing 777 service between the U.S. mainland and Hawaii, with nonstop service between San Francisco and Maui.
Feb. 23, 2000	-	United and buy.com launch a jointly owned full-service web site called buytravel.com, marking the first time United's discounted E-fares are available on an internet web site other than ual.com.
March 13, 2000	-	United completes installation of Economy Plus in the entire fleet.
March 26, 2000	-	The Austrian Airlines Group joins Star Alliance, followed by Singapore Airlines on April 7 and Mexicana on July 1.
April 2000	-	Two of United's computer systems, SkyPath and the Aircraft Scheduling Automation Project (ASAP), are archived in the Smithsonian's National Museum of American History in Washington, D.C.
April 12, 2000	-	After five years and nine months, the ESOP investment period ends for most U.S. employees.
April 13, 2000	-	United puts its name on the internet by changing the company's web address from ual.com to united.com.
April 17, 2000	-	United's innovative E-Ticket technology, which the company has sold to 14 airlines worldwide, is recognized as industry leading. It becomes part of the Smithsonian Permanent Research Collection on Information Technology at the National Museum of American History.

April 26, 2000	-	Office and clerical employees decline representation by the International Association of Machinists (IAM).
May 1, 2000	-	United supports U.S. government's decision to begin lifting slot controls established at O'Hare International Airport in the 1960s. Instead of being restricted in its number of takeoffs and landings per day, United now can establish its own schedule at its largest hub.
May 4, 2000	-	The FAA grants United the industry's first authority for 207-minute extended range, twin-engine operations (ETOPS) for its Boeing 777-200B aircraft operating across the North Pacific.
May 18, 2000	-	<ul style="list-style-type: none"> <li>- United declares a cash dividend on common stock and ESOP preferred stock, the first in a dividend program, approved by UAL shareholders in November 1999.</li> <li>- United takes delivery of a Boeing 777-222, bringing the company's total fleet to 600 aircraft, the largest in its history.</li> </ul>
May 22, 2000	-	United reduces its summer flight schedule to minimize the impact of pilot shortages due to labor issues. Due to ATC congestion and poor weather, the situation worsens. As a result, the company eliminates nearly 7,000 flights from its schedule through September, cancelling many flights and increasing block and ground time
May 24, 2000	-	Company announces plan to acquire US Airways, subject to U.S. government approval.
June 8, 2000	-	United introduces nonstop service between San Francisco and Frankfurt.
June 14, 2000	-	United and Air Canada launch the industry's first true interline electronic ticketing service, enabling customers to use a single electronic ticket to travel on more than one airline.
June 15, 2000	-	United becomes the first major U.S. airline to offer free headsets to customers in all classes of service on U.S. domestic flights that are video-equipped.
June 28, 2000	-	United completes deployment of 463 automatic gate readers throughout North America and Japan, a project that began in 1998 that greatly reduces the time it takes to board customers.
Aug. 16, 2000	-	<ul style="list-style-type: none"> <li>- United launches full-page newspaper ads in USA Today, the Wall Street Journal and the New York Times, apologizing for the pain its pilot labor issues and flight cancellations have caused customers over the summer.</li> <li>- The Society of American Travel Writers names United's HEMISPHERES inflight magazine, the "Best Monthly Travel Magazine" in the United States.</li> </ul>
Aug. 22, 2000	-	As part of its effort to retire older aircraft, United exercises options placed in 1998 for 12 narrow-body Airbus aircraft. The six A319s and six A320s are scheduled for delivery in 2002.
Aug. 28, 2000	-	United launches a Customer Advocate Center (CAC) to help accommodate customers whose flights are delayed or cancelled. The CAC proactively rebooks customers on alternate flights, often before customers are even aware of a problem.
Sept. 11, 2000	-	The Air Line Pilots Association's (ALPA) Master Executive Council endorses tentative pilot contract, ending a summer marred by schedule disruptions and flight cancellations.
Sept. 18, 2000	-	United announces plans to retire remaining DC-10 aircraft sooner than previously planned to improve operational reliability and because all-cargo service has not been able to sustain profitability. Freighter DC-10s will retire Dec. 24, while passenger aircraft will retire Feb. 15, 2001.
Sept. 28, 2000	-	United becomes the only U.S. airline to win an AVION award for best overall inflight entertainment, awarded by the World Airline Entertainment Association (WAEA).
Oct. 23, 2000	-	United announces testing of self-service check-in kiosks in Chicago and San Diego, to be introduced officially in March 2001 as United EasyCheck-in. (See March 2001 entry.)

Oct. 25, 2000	-	United NewVentures introduces its United NetWorks unit which will grow united.com and related wireless initiatives and frequent flier program partnerships. United NewVentures will support and grow internet business ventures, such as Orbitz and Hotwire.
Nov. 13, 2000	-	United NetWorks enhances its United Update proactive paging service with the industry's first wireless booking capability.
Dec. 1, 2000	-	United forms new fee-per-departure relationship with United Express carrier Atlantic Coast Airlines.
Dec. 20, 2000	-	To save fuel and labor costs, United announces plan to accelerate the retirement of its Boeing 727-200 fleet. The company will retire 25 aircraft in 2001, almost a full year ahead of the previous schedule, and the remainder of its B727-200 fleet by the end of 2003.
Dec. 24, 2000	-	Citing reliability issues and unprofitability of its all-cargo service, company retires last DC-10 freighter from its fleet, ending the worldwide cargo service established in 1997.
Late Dec. 2000	-	United NewVentures unit launches United SameDay, a new service offering door-to-door, same-day delivery of small-package shipments.
January 2001	-	United consolidates its advertising with one agency, Fallon Worldwide, for cost savings and greater efficiency.
Jan. 25, 2001	-	United brands "Easy" as the name for new products and services designed to make air travel easier.
Feb. 15, 2001	-	To improve operational reliability, United retires last DC-10 from its passenger fleet, ending its 29 years of service with this aircraft.
March 1, 2001	-	United officially introduces EasyCheck-in kiosks that enable U.S. United E-Ticket customers to obtain boarding passes, print electronic ticket receipts, change seat assignments, keep Mileage Plus accounts current and, at designated units, even check their bags. By November 2002, the company had deployed 336 of the units at ten U.S. airports, and more than five million customers had used them.
March 18, 2001	-	The company introduces EasyUpdate, significantly enhancing communication with its customers.
April 1, 2001	-	United launches daily nonstop service between New York's JFK airport and Hong Kong. At 7,339 nautical miles, it is the longest nonstop passenger service in the world. Just five months later, on August 30, the company discontinues the service as a result of the weak Asian economy. - The company inaugurates the first daily nonstop service between Chicago and Beijing and reinstates service to Delhi, India.
April 6, 2001	-	United marks its 75th anniversary, tracing its beginnings back to Walter T. Varney's first contract air mail flight between Pasco, WA, and Elko, NV, on April 6, 1926. That flight was the beginning of United Airlines.
April 26, 2001	-	United announces plans to start a business jet subsidiary. Named Avolar, the venture places orders for business jets, but ultimately falls victim to the economic downturn resulting from the Sept. 11, 2001 tragedy and folds in March of 2002.
June 1, 2001	-	United inaugurates its first nonstop trans-Atlantic flight from Denver with seasonal service to Frankfurt, Germany.
June 4, 2001	-	The Orbitz online travel site opens for business, offering competition for Travelocity and Expedia. United is a co-founder of the venture, along with four other major carriers.
June 21, 2001	-	Severe hailstorm in Denver damages 35 United aircraft that were on the ground at the time, taking some out of service for a week or more.
July 2001	-	The company launches EasyCheck-in at Chicago O'Hare, enabling U.S. domestic E-ticket customers to check themselves in at a self-service kiosk and receive a boarding pass in less than 60 seconds.

July 18, 2001	-	UAL Corp. reports a second quarter net loss of \$292 million, compared to earnings of \$347 million in the same period a year earlier. The company attributes the dramatic drop to weak economy and its impact on business travel demand in the U.S. and Asia, as well as higher labor costs.
July 26, 2001	-	After cooperating in the making of the film "Rush Hour 2," United premieres the movie on its flight from Los Angeles to Hong Kong prior to its opening in theaters in August.
July 30, 2001	-	UAL Corp. and US Airways Group, Inc. terminate their merger agreement after the proposal fails to receive U.S. government approval.
Aug. 7, 2001	-	The U.S. DOT grants United the right to provide code-share service to Vietnam with Star Alliance members, All Nippon Airways and Thai Airways. It will be the first U.S. airline service to the country since the end of the Vietnam War.
Sept. 11, 2001	-	United loses 16 crew members, 2 employee travelers and 93 passengers when terrorists crash Flight 175 into the World Trade Center and Flight 93 into the ground near Shanksville, Pa.
Sept. 19, 2001	-	United announces the furlough of 20,000 employees, the largest such action in the company's history, due to the airline's serious financial situation.
Sept. 30, 2001	-	United wins its second consecutive award for "Best Inflight Entertainment Overall" at the World Airline Entertainment Association's AVION Awards
Oct. 3, 2001	-	United announces the end of its United Shuttle operation effective with the November schedule change. Due to the dramatic drop in demand and new longer turn times associated with additional security measures, the service introduced Oct. 1, 1994, as Shuttle by United, no longer can fulfill its mission as a low-cost, high-utilization operation.
Oct. 28, 2001	-	Amid growing concerns about United's financial problems and labor issues, Jim Goodwin resigns as chairman and chief executive officer and is succeeded by UAL board member John W. Creighton.
Oct. 30, 2001	-	To reduce costs associated with multiple fleet types, United retires its Boeing 727-200 and B737-200 fleets. The change leaves United with five families of aircraft: B737-300/500, B747-400, B757/767, B777 and Airbus 319/320.
Nov. 19, 2001	-	To reduce capital spending, United restructures its aircraft delivery program with Boeing and Airbus, deferring deliveries of new aircraft for 2002 and 2003 from the 67 originally planned, to only 24.
December 2001	-	UAL Corp. business jet subsidiary, Avolar, opens for business, selling fractional shares of business aircraft to customers, but closes its doors in March 2002, falling victim to the economic downturn.
Dec. 18, 2001	-	United introduces interline electronic ticketing with Northwest, adding to its ability to offer E-Ticket service with Air Canada and Continental.
Dec. 19, 2001	-	UAL Corp. reintroduces NewVentures under the name "United Loyalty Services" (ULS). ULS will focus on expanding the profitable non-core marketing business of UAL and building customer loyalty for United via loyalty programs, travel distribution, direct-to-customer services and media.
Dec. 20, 2001	-	The U.S. Department of Justice determines that United's application to add British Midland International (bmi) to its existing antitrust immunity with Lufthansa, SAS and Austrian Group, poses no risk to competition. In July 2002, United and bmi expand their codeshare operations.
Dec. 31, 2001	-	United ends the year with a record loss of \$2.1 billion, including a fourth-quarter net loss of \$308 million.
January 2002	-	U.S. President George W. Bush establishes a Presidential Emergency Board to resolve contract issues between United and IAM District 141M, representing the company's mechanics. United accepts the board's recommendations, the IAM rejects them, but the two sides reach agreement Feb. 19.



Jan. 28, 2002	-	Chairman and CEO Jack Creighton restructures his officer corps, putting President Rono Dutta in charge of a Strategic Initiatives Group to develop a revenue and cost structure that ensures long-term profitable growth.
Feb. 11, 2002	-	United opens a new cargo facility at Los Angeles International Airport.
Feb. 28, 2002	-	United closes four reservations centers in California and one in Rockford, IL, furloughing nearly 900 employees.
April 2002	-	United restores 127 daily flights to its schedule in anticipation of stronger travel demand.
April 30, 2002	-	UAL Corp. announces it has retained an executive search firm to find a new chairman and CEO to replace Jack Creighton.
May 2002	-	United names a Boeing 777 (#2825) "The Spirit of United" in memory of the 18 employees lost during the terrorist attacks Sept. 11, 2001.
May 30, 2002	-	United reports its best operational performance in history, canceling just .44 percent of its nearly 55,000 scheduled departures and operating nearly 76 percent of its departures on-time. The company also has its lowest-ever number of maintenance delays and cancellations.
June 18, 2002	-	United announces wage cuts for officers and U.S.-based management and salaried employees as part of the company's financial recovery plan, subject to pilot participation.
June 20, 2002	-	The UAL board and the MEC of the Air Line Pilots Association (ALPA) approve the pilot portion of United's recovery plan, subject to pilots' ratification and contingent on other employee groups' participation in wage cuts.
June 25, 2002	-	United files with the Air Transportation Stabilization Board (ATSB) for federal loan guarantees. United requests a \$2 billion loan, with \$1.8 billion guaranteed by the ATSB.
July 2002	-	<p>The company moves forward with several security measures by starting the installation of the industry's first "fortress" cockpit doors, pushing for government approval to arm pilots with non-lethal Taser weapons to disable terrorists and planning a test of the industry's first cabin surveillance system.</p> <p>Star Alliance approves membership of three new carriers, to be added during the next nine to 18 months: LOT Polish Airlines, Spanair of Spain and Korea's Asiana.</p>
July 19, 2002	-	In its traditionally strong second quarter, UAL Corp. reports a \$392 million net loss, surpassing its \$292 million net loss in the second quarter of 2001.
July 24, 2002	-	United and US Airways sign a codeshare agreement, which receives U.S. government approval Oct. 2. The carriers hope to obtain some of the revenue benefits of their previously announced merger plan that was abandoned in July 2001 due to lack of approval from the U.S. government and lack of support from employees.
Aug. 8, 2002	-	United Cargo launches a small-package international express service, Global SP, that provides the highest freight boarding priority, shortened acceptance and recovery times (within the United States) and 100 percent guaranteed on-time delivery.
Aug. 14, 2002	-	United announces intensified recovery effort, to include broader, deeper and longer-term labor cost savings in order to make the company's cost structure competitive and to obtain federal loan guarantees. Company establishes 30-day deadline for obtaining wage concessions from employees.
Aug. 29, 2002	-	Company meets with union leaders and presents its proposal for a cost savings target of \$2.5 billion annually over the next six years.
Sept. 2, 2002	-	UAL Corp. announces appointment of Glenn F. Tilton as Chairman, President and Chief Executive Officer, succeeding Jack Creighton upon his retirement. President Rono Dutta and Executive Vice President and Chief Operating Officer Andy Studdert step down from their positions.

Sept. 9, 2002	-	The company reports it moved into first place in on-time arrivals for July, based on statistics compiled by the U.S. Department of Transportation. This marks a dramatic turnaround from a year earlier, when United was in last place.
Sept. 11, 2002	-	United marks the first anniversary of the terrorist attack on America, in which the company lost two flights carrying 18 employees and 93 customers.
Sept. 19, 2002	-	The Stratospheric Observatory for Infrared Astronomy (SOFIA), a project United has been involved in since 1996, passes an important milestone when the telescope assembly for SOFIA arrives in Texas from Germany.
Sept. 25, 2002	-	A coalition of United's unions presents the company with an alternate framework for cost savings of \$5 billion (\$1 billion annually) over the next five years, significantly less than the \$2.5 billion annually for the next six years that the company said it needs.
Oct. 21, 2002	-	In response to market conditions, United announces cost-cutting in its U.S. operations that will save approximately \$100 million annually. The initiatives, set to begin later in the year and continue into January 2003, include closing its San Francisco, Indianapolis and Long Beach reservations centers, shutting down one of three Boeing 757 maintenance lines at the Indianapolis Maintenance Center and converting five stations to United Express (Eugene and Medford, OR; Cedar Rapids, IA; and White Plains and Syracuse, N.Y.). Two days later, the company announces that in January it will close four international stations: Caracas, Venezuela; Santiago, Chile; Milan, Italy and Dusseldorf, Germany.
Oct. 23, 2002	-	United files an updated business plan with the Air Transportation Stabilization Board (ATSB) in hopes of receiving \$1.8 billion of federal loan guarantees. The plan includes tentative agreement by the unions to participate in labor cost reductions totaling \$5.8 billion over the next five-and-one-half years.
Oct. 29, 2002	-	United inaugurates service between Washington (Dulles) and both Sao Paulo, Brazil, and Buenos Aires, Argentina. The company is the only U.S. carrier to offer nonstop service between the U.S. capital and South America.
Nov. 2002	-	Pace Communications marks its 10th anniversary of publishing HEMISPHERES, United's inflight magazine.
Nov. 1, 2002	-	United and the Air Line Pilots Association (ALPA) reach tentative agreement on labor cost savings needed for the company's financial recovery plan. Members ratify the agreement Nov. 19.
Nov. 3, 2002	-	Company announces tentative agreement with the Transport Workers Union (TWU) on labor cost savings needed for the company's financial recovery plan. TWU members ratify the agreement Nov. 10.
Nov. 5, 2002	-	<p>As part of United's application to the Air Transportation Stabilization Board (ATSB) for \$1.8 billion in federal loan guarantees, a team of 17 company officers and directors present to the ATSB the company's plan for achieving non-labor profit improvements of \$1.4 billion annually and a process for developing an additional \$400 million in savings.</p> <p>United announces an agreement in principle with Kreditanstalt fur Wiederaufbau (KfW) to restructure approximately \$500 million in debt obligations due in November and December, buying time for the company as it awaits word from the ATSB on its application for a federal loan guarantee.</p>
Nov. 8, 2002	-	United announces need to reduce its flight attendant work force by an additional 2,700 beginning Jan. 31, 2003, while other divisions continue reviewing their manpower requirements for 2003 and beyond.
Nov. 10, 2002	-	Company announces tentative agreement with the Association of Flight Attendants (AFA) on labor cost savings needed for the company's financial recovery plan. Members ratify the agreement Nov. 30.

Nov. 14, 2002	-	United establishes its first joint venture (JV) with Germany's Lufthansa in the North Atlantic market. The JV will include shared revenues, alignment of fares, sales strategies, joint scheduling, and customer service and marketing. The JV allows the two airlines to operate as one and provides anti-trust immunity.
Nov. 18, 2002	-	Senior officers approve wage reductions for salaried and management employees, including officers, as part of United's financial recovery plan. Company announces the recovery plan will feature stock options for all employees.
Nov. 20, 2002	-	Company and IAM reach tentative agreement on wage reductions
Nov. 28, 2002	-	United's IAM-represented public contact, ramp, food service and security employees ratify their tentative wage reduction agreement, as do PAFCA-represented flight dispatchers, but mechanics represented by IAM141M vote "no." The company and IAM 141M leaders reach a new tentative agreement Dec. 2, but the ATSB declines United's loan application before a ratification vote can be conducted.
Dec. 2, 2002	-	United announces that it will use the grace periods on certain debt obligations due this day, hoping it will receive the ATSB loan guarantee in time to make payments.
Dec. 3, 2002	-	Company announces an 18 percent reduction in the corporate officer group and a reduction in pilot employment levels by 220 in January and 132 in February.
Dec. 4, 2002	-	ATSB declines United's loan application, citing unrealistic revenue forecasts, but leaves open the possibility it will consider an improved application at a later date.
Dec. 9, 2002	-	<ul style="list-style-type: none"> <li>- United announces immediate pay cuts for salaried and management employees, including officers, effective mid-December.</li> <li>- UAL Corp. files for Chapter 11 bankruptcy reorganization, promising "business as usual" as the company develops a plan to address its existing debt, capital and cost structures.</li> </ul>
Dec. 10, 2002	-	Fiduciary for United's 401(k) and Pilot Directed Account Plan (PDAP) retirement plans announces it has completed the sale of all UAL stock in those plans.
Dec. 12, 2002	-	Company presents to unions its short and long term business plan, laying the groundwork for emerging successfully from Chapter 11. United must achieve labor cost reductions to satisfy covenants of the debtor-in-possession financing it has obtained in order to continue operations.
Dec. 18, 2002	-	United announces need to furlough an addition 616 employees represented by IAM 141M, due to reduced workloads.
Dec. 19, 2002	-	Glenn Tilton establishes new leadership team with four executive vice presidents overseeing the areas of operations (Pete McDonald), strategy (Doug Hacker), finance (Jake Brace) and customer (to be named).
Dec. 27, 2002	-	United announces new tentative agreements with the leadership of ALPA, AFA, PAFCA and the TWU on significant, interim wage reductions, subject to a ratification vote by the represented employees by Jan. 8. There is no agreement with IAM leadership. United files a motion in court, asking the judge to allow it to impose wage reductions on IAM employees if other employee groups ratify their reductions. All would take effect Jan. 1.
January 2003	-	United announces that all city ticket office locations will close.
Feb. 13, 2003	-	United says it intends to shift 30% of its U.S. capacity to a new low-cost subsidiary carrier to compete with Southwest Airlines and other discount carriers.
April 8, 2003	-	United completes the fleet-wide installation of "fortress" cockpit doors as a result of an FAA directive following the 9/11 terrorist attacks. The total cost is \$16 million.
April 21, 2003	-	United begins testing the Buy-on-Board food purchase concept in domestic economy class.

May 2003	-	Five months into bankruptcy, United achieves the number one on-time performance ranking and the highest flight attendant and customer service ratings in over a decade. Pacific booking remain weak due to the Severe Adult Respiratory Syndrome (SARS) outbreak. The company receives Air Line Pilot Association (ALPA) approval to utilize 50-seat regional jets.
	-	The company reduces flights by 8% due to the Gulf War in Iraq.
May 1, 2003	-	New labor contracts go into effect reducing labor costs by \$2.56 billion annually for six years.
Nov. 18, 2003	-	United unveils its new low cost airline-within-an-airline, Ted. It will offer seamless travel with United mainline flying, United Express and Star Partners. Ted's A-320s will feature all economy seating with Buy-On-Board food and alcoholic beverages. Six levels of fares will be offered in Ted markets.
Jan. 23, 2004	-	United decreases its Miami operation, closing both the pilot and flight attendant domiciles. 150 employees furloughed.
Feb. 12, 2004	-	United inaugurates service with its new low cost carrier Ted with a flight between Denver and Ft. Lauderdale.
Feb. 18, 2004	-	United unveils its new blue and white livery along with a new marketing slogan, "It's Time To Fly". The new identity, "Rising Blue", premiered during the Academy Awards telecast on Feb. 29. United is the official airline sponsor of the Academy Awards.
May 2004	-	Miami no longer a hub since it was not profitable.
June 28, 2004	-	United's final try for a government loan guarantee is rejected, forcing it to seek new financing.
Jul. 22, 2004	-	United announces it will be the first U.S. airline to serve Vietnam (Ho Chi Min City) in over 30 years.
Aug. 19, 2004	-	United states that the bankruptcy judge will likely terminate its employee pension plans.
October 2004	-	United inaugurates transcontinental "P.S." (Premium Service) between New York's Kennedy Airport, Los Angeles and San Francisco. The specially configured 757's will feature bed seats in United First and international level food and entertainment in all three classes.
Oct. 6, 2004	-	United cuts domestic flight capacity by 12% and increases international capacity 14% amid intensifying low cost competition in the U.S. and in more lucrative routes internationally.
Nov. 4, 2004	-	CEO Glenn Tilton says record-high fuel costs leave United no choice but to eliminate pensions and cut wages further to gain an additional \$2 billion in reductions.
May 10, 2005	-	Bankruptcy Judge Eugene Wedoff approves United's plan to terminate employee pensions, clearing the way for the largest corporate-pension default in American history.
July 21, 2005	-	United completes second round of negotiated labor cuts in bankruptcy, adding another \$700 million in annual labor savings.
Aug. 15, 2005	-	Explus service introduced on larger regional jets. These United Express flights feature first class and Economy Plus seating with all leather seats, large overhead bins and premium snack service in first class.
Sept. 7, 2005	-	United files reorganization plan outlining its intentions to repay its debts, thereby eliminating its stock. Forecasts nearly \$1 billion operating profit in 2006 but predicating oil prices falling to \$50 a barrel.
Oct. 6, 2005	-	United signs off on a \$3 billion loan from JPMorgan Chase & Co. and Citigroup Inc. enabling it to exit bankruptcy.
Dec. 30, 2005	-	United announces majority of creditors have voted for its reorganization plan.
Jan. 9, 2006	-	Secures \$3B bankruptcy exit financing loan. The six-year loan requires the attachment of virtually all assets.

Jan. 17, 2006	-	United Services secures ground breaking contract to train Chinese pilots for government-owned Air China at United's pilot training center in Denver.
Jan. 20, 2006	-	Reorganization plan approved by bankruptcy court.
Jan. 24, 2006	-	San Antonio is made a focus city with new non-stop service to 10 cities.
Feb. 1, 2006	-	After 3 years and 51 days, United emerges from bankruptcy.
Feb. 14, 2006	-	Expands service from Denver with the addition of 32 daily flights.
May 24, 2006	-	Announces service to its first Middle East destination, Kuwait City. Service to begin October 28.
June 2, 2006	-	United and its Star Alliance partners serving Tokyo will move into Narita's new terminal one.
Oct. 29, 2006	-	Inaugurates non-stop "capital to capital" service between Washington, D.C. and Tokyo, Japan.
March 28, 2007	-	Inaugurates non-stop "capital to capital" service between Washington, D.C. and Beijing, China. The service will operate with Boeing 747-400 equipment. This important route is the first to link the Mid-Atlantic region with the growing Chinese market.
May 3, 2007	-	Announces new non-stop service between Los Angeles and Hong Kong and between Washington, D.C. and Rio de Janeiro.
July 11, 2007	-	Partners with world-famous chef Charlie Trotter to design high quality new menus for United first and United business class services.
July 23, 2007	-	Announces the first lie-flat business class seat in international markets by a U.S. airline. The seats will offer a variety of individualized comfort and entertainment features.
Sept. 25, 2007	-	Announces the award of a new non-stop route to China, San Francisco to Guangzhou, United's third China destination.
Nov. 1, 2007	-	Announces new non-stop service between the Denver hub and London Heathrow. - Non-stop service to London is now available from all five domestic hubs.
Dec. 15, 2007	-	Inaugurates non-stop service between Los Angeles and Frankfurt, Germany.
2008	-	<ul style="list-style-type: none"> <li>- Due to the recession, 6,000 positions will be eliminated. In addition, 2,500 salaried positions will be cut.</li> <li>- One hundred 747 and 737 aircraft will be removed from the fleet. These aircraft were the oldest and least fuel efficient.</li> <li>- A strategic partnership is formed with Continental Airlines. It will include code-sharing activities as well as reciprocal frequent flyer miles and lounge access. Continental to join Star Alliance.</li> <li>- Partners with Westin Hotels to provide transcontinental first and business P.S. service passengers with oversized "Heavenly Bed" blankets and pillows. At P.S. station lounges, Westin will feature its Westin "renewal lounge" with many spa amenities where passengers can relax before or after a flight.</li> </ul>
May 6, 2008	-	Announces non-stop service between Washington, D.C. and Moscow, Russia and Dubai, U.A.E.
Jan. 1, 2009	-	<ul style="list-style-type: none"> <li>- Closes Ted, its low-cost subsidiary. The 56 strong Ted Airbus fleet will be reconfigured and returned to mainline operations.</li> <li>- Will eliminate the remaining 737 fleet by the end of the year.</li> <li>- Due to the global recession, 9,000 positions will be eliminated, in addition to the 6,000 in 2008.</li> <li>- Introduces a new international business class product, including new lie-flat beds and entertainment systems.</li> <li>- Initiates new revenue streams by unbundling services that include fees for express check-in, checked bags and early boarding.</li> </ul>
March 2009	-	Inaugurates service to Moscow, Russia.
April 2009	-	Inaugurates service to Geneva, Switzerland.

October 2009	-	Continental Airlines joins the Star Alliance.
December 2009	-	An order is placed for twenty-five Boeing 787 Dreamliners and twenty-five Airbus A350s which will replace the Boeing 767 and 747 fleets. The order also includes additional options.

#### ERA 11 – NEW HORIZONS (2010-Present)

May 2, 2010	-	Board of Directors of both Continental and United announce merger agreement. The United name will be used with Continental’s logo and livery.
Oct. 1, 2010	-	Legal closure of the Continental-United merger. The new corporate name is United Continental Holdings, Inc.
2011	-	In 2011 United inaugurates international service to Lagos, Nigeria; Stuttgart, Germany; Providenciales, Turks and Caicos; Port-au-Prince, Haiti; Guadalajara, Mexico; Shanghai, China; Manchester, England; Dublin, Ireland; Buenos Aires, Argentina; Doha, Qatar and Dubai, UAE. - Announces plans to install Wi-Fi in the entire fleet.
Aug. 23, 2011	-	Announces conversion to paperless flight decks by issuing iPads to all pilots. These electronic flight bags (EFBs) replace 38 pounds of paper manuals, charts, checklists, logbooks and handbooks per pilot.
Nov. 7, 2011	-	Flew the world’s first commercial flight on a derived biofuel.
Nov. 30, 2011	-	Continental and United receive a combined operating certificate from the FAA. On this day, all flights use the “United” call sign. The Continental name disappears.
Jan. 4, 2012	-	Mileage Plus will become the first airline loyalty program to offer members the ability to use miles to pay for products and services.
Jan. 23, 2012	-	Ground was broken for a new Terminal B south concourse at Houston’s Intercontinental Airport. It will be used by United Express regional jets and a significant improvement over the current south-side flight stations.
Jan. 30, 2012	-	The installation of Economy Plus seating on the 757-200 international fleet is completed.
Jan. 31, 2012	-	United announces the only non-stop service between the nation’s capital and Honolulu. Daily service to begin June 7, 2012.
Feb. 21, 2012	-	United announces non-stop service from New York/Newark to Istanbul, Turkey effective July 1, 2012, its 76 <sup>th</sup> international destination.
March 1, 2012	-	Fortune magazine names United the most admired airline highlighting its global competitiveness and long-term investment quality.
March 3, 2012	-	The company merges its two reservations systems into one platform, a crucial step in the merger process. The conversion to a single system was deemed a failure and took months of remediation to correct the problems.
April 1, 2012	-	United and Japan All Nippon Airways establish a joint venture (JV) across the Pacific. The JV allows the two airlines anti-trust immunity to operate as a single carrier across the Pacific.
April 6, 2012	-	United begins non-stop service to Buenos Aires, Argentina from New York/Newark, replacing the service from Washington, D.C. (Dulles).
June 1, 2012	-	Mileage Plus members can recognize employees for outstanding service using United’s mobile app.
June 22, 2012	-	Copa, TACA and Avianca were welcomed into the Star Alliance strengthening its foothold in the Latin America market.
July 12, 2012	-	United orders 150 Boeing next generation 737s of various models to replace older, less fuel efficient aircraft.
Aug. 6, 2012	-	Mileage Plus announces its digital media store allowing members to exchange miles for music tracks, albums and movies.

Oct. 19, 2012	-	Ground was broken on a wide-body maintenance hangar at Washington's Dulles International Airport. The new hangar will join wide-body facilities at all other hub locations.
Oct. 24, 2012	-	United and Air Canada establish a joint venture (JV) for trans-border flights. The JV gives the two airlines anti-trust immunity to operate as a single carrier between the two countries.
Nov. 2012	-	<ul style="list-style-type: none"> <li>- Inaugurates service with the Boeing 787 Dreamliner.</li> <li>- Pilots ratify a new joint Collective Bargaining Agreement.</li> <li>- Emissions reduced by employing continuous descent arrival (CDA) 200 miles from touchdown.</li> </ul>
Dec. 12, 2012	-	In March 2013, United will begin the first non-stop service from its San Francisco hub to the South Florida area (Fort Lauderdale).
Dec. 13, 2012	-	As part of the merger agreement, the Board of Directors names Jeff Smisek Chairman of the Board replacing Glenn Tilton.
Jan. 3, 2013	-	The Boeing 787 Dreamliner inaugural flight operates between Los Angeles and Tokyo.
Jan. 15, 2013	-	So customers can stay informed, United is the first U.S. airline to introduce onboard satellite-based Wi-Fi on international wide-body aircraft. Eventually the entire fleet will be equipped.
Jan. 18, 2013	-	United joins with Walgreens to open a free employee health clinic at O'Hare International Airport. Serving 10,000 Chicago area employees, the clinic joins others at Cleveland, Houston, Guam and Newark.
April 8, 2013	-	Renewing its commitment to the Newark hub, United signs a 20-year lease extension at Newark International Airport.
April 26, 2013	-	United inaugurates non-stop service from San Francisco to Paris.
May 12, 2013	-	United becomes the first U.S. airline to offer lie-flat bed seats and on-demand entertainment on all long-haul international flights.
May 23, 2013	-	United expands its PetSafe service to Chicago featuring exceptional accommodations and amenities for various species of animals being cared for between flights. A fleet of PetSafe vans transports pets between flights or to the 28-kennel facility.
June 25, 2013	-	United introduces the first post-merger uniforms for flight attendants, customer service agents, technicians and ramp workers. The uniforms will be worn by over 64,000 employees.
July 17, 2013	-	United is the first airline to install split scimitar winglets, which reduce fuel burn by approximately 2%. The entire 737 next gen fleet will be retrofitted.
August 1, 2013	-	Recognizing United makes its environmental policies a priority, the airline was named the Air Transport World's "Eco-Aviation Airline of the Year".
Sept. 20, 2013	-	The iconic tagline, "Fly the Friendly Skies", is reintroduced and reinterpreted for today's travelers. It is the biggest ad campaign in over a decade with voiceover by Matt Damon. Television commercials will feature "Rhapsody in Blue", United's musical score since 1987.
Oct. 4, 2013	-	United introduces "Rhapsody", a monthly luxury lifestyle and literary magazine. The magazine will be placed in premium cabins and club rooms.
Nov. 2, 2013	-	United opens wide-body maintenance hangar at Washington's Dulles International Airport. Another is nearing completion at Newark's Liberty International Airport.
Nov. 14, 2013	-	United inaugurates service to Atlantic City, NJ with non-stop flights from Chicago and Houston.
Jan. 28, 2014	-	United opens a new ten-gate concourse at San Francisco International Airport allowing United to consolidate all domestic departures into one terminal.
May 22, 2014	-	United inaugurates seasonal non-stop service between Chicago and Edinburgh, Scotland.

June 4, 2014	-	United becomes the first airline to operate from London Heathrow's new "Queen's Terminal" (Terminal 2). All of United's 17 daily flights will now depart from one terminal. In addition, United's 22 Star Alliance partners serving London, will relocate to the new terminal.
June 5, 2014	-	CLE no longer a hub because it was not profitable.
June 9, 2014	-	United inaugurates non-stop service between Chengdu, China and San Francisco, becoming the first U.S. carrier to serve a Chinese city, beyond Beijing and Shanghai. It is the ideal market for the Boeing 787 which will fly the route.
Aug. 6, 2014	-	United becomes the first U.S. airline to allow international customers to scan their passports during flight check-in with its mobile app.
Sept. 4, 2014	-	United is the first North American airline to take delivery of the Boeing 787-9 Dreamliner which offers increased capacity and range.
Sept. 16, 2014	-	With the addition of Denver, United now offers Mercedes-Benz SUV ramp transportation at all hubs. Elite flyers with tight connections are offered the chauffeured convenience.
Oct. 26, 2014	-	Inaugurates non-stop service between San Francisco and Tokyo's close in Haneda Airport.
Dec. 10, 2014	-	United's flight attendants will be issued the iPhone 6 Plus which will eliminate the decades-old inflight manual. The device will also transact onboard retail sales, allow numerous reporting functions and access the crew scheduling platform.
Feb. 25, 2015	-	United introduces mainline standard dining on United Express flights that includes freshly prepared entrees, linen, china and glassware. In addition, two-cabin regional aircraft will be equipped with Wi-Fi and will also offer personal device entertainment.
March 4, 2015	-	United significantly upgrades United Club food and beverage offerings. The complimentary menu is focused on quality, freshness and variety. Club staff will be trained on hospitality-centric service. In addition, club renovations continue worldwide.
April 15, 2015	-	Long-haul international economy customers will now enjoy upgraded meal and beverage service. Meals will include more substantial and healthy portions and premium desserts. Wine and beer will be complimentary.
June 25, 2015	-	For \$100 million, United acquires a five percent stake in Azul Brazilian Airlines. This will result in extensive code-sharing and joint loyalty program participation.
July 23, 2015	-	United announces the highest quarterly profit of \$1.2 billion in its history.
Aug. 10, 2015	-	United announces the formation of a wholly-owned subsidiary, United Ground Express. UGE will provide customer service, station operations, ramp and cargo operations at select domestic airports and at airports with exclusively United Express service.
Sept. 8, 2015	-	With the resignation of Jeff Smisek, Oscar Munoz is named President and Chief Executive Officer of United Continental Holdings, Inc.
Sept. 10, 2015	-	After extensive customer testing, a new domestic first class seat for the narrow-body fleet is unveiled. The seat will introduce many custom features, including a granite-like cocktail table, to enhance the first class experience.
Nov. 19, 2015	-	United selects Illycaffe as the brand of coffee to be served inflight and in United Clubs world-wide. Illycaffe is known as the "gold standard" of coffee around the world.
Nov. 25, 2015	-	All premium service (P.S.) flights will now depart from Newark's Liberty International Airport ending decades-long service (from 1960) at New York's JFK International Airport.
Mar. 11, 2016	-	United becomes the first U.S. airline to begin sustained use of commercial scale volumes of aviation biofuel for scheduled flights.
Mar. 30, 2016	-	As a result of customer demand, United inaugurates the first non-stop service from the U.S. West Coast (San Francisco) to Tel Aviv, Israel. The flights will be operated with the Boeing 787 Dreamliner.



April 6, 2016	-	United celebrates 90 years of airline service. Walter T. Varney founded Varney Air Lines, one of the predecessors of United, and Varney Speed Lines, the predecessor of Continental.
May 8, 2016	-	United inaugurates non-stop service between San Francisco and Xian, China, the first U.S. carrier to serve an inland China destination.
June 1, 2016	-	United inaugurates the only non-stop service between the U.S. (San Francisco) and Singapore. It is the longest flight operated by a U.S. carrier at 8,466 miles.
July 13, 2016	-	United inaugurates non-stop service from San Francisco to Hangzhou, China, United's fifth mainland China destination.
Aug. 29, 2016	-	Scott Kirby, with 25 years of deep airline experience and most recently president of American Airlines, is named United's new president.
Nov. 29, 2016	-	United inaugurates daily non-stop service between the New York/Newark hub and Havana, Cuba.
Dec. 1, 2016	-	United introduces travelers to the new Polaris business class product. Polaris features include elevated inflight dining, custom bedding from Saks Fifth Avenue, pajamas, slippers and cool gel pillows. Additionally, Polaris lounges will open in key cities worldwide featuring day beds, spa showers and elevated dining and beverage offerings. The custom designed Polaris business class seat will debut in early 2017.
Jan. 10, 2017	-	For the 13 <sup>th</sup> consecutive year, United's mileage plus loyalty program is voted the best overall frequent flyer program by readers of Global Traveler.
Jan. 11, 2017	-	United and Saks Fifth Avenue (who supplies Polaris bedding) unveils a United Polaris display entitled "Now Arriving" in their Manhattan store windows promoting the new business class product. A re-creation of the Polaris cabin is featured down to the smallest detail.
Jan. 24, 2017	-	United is honored for the second time as the eco-airline of the year for its environmental leadership. It becomes the first airline to use commercial-scale volumes of bio-fuel.
Feb. 21, 2017	-	United's basic economy fares debut from Minneapolis-St. Paul to hub stations. The new fare allows United to compete with the fares offered by ultra low cost carriers (ULCCS) such as Spirit and Frontier. If successful, basic economy will be expanded to other markets. <ul style="list-style-type: none"> <li>. Seat selection is not available.</li> <li>. Only one small personal carry-on allowed.</li> <li>. Not eligible for Economy Plus or premium cabin upgrades.</li> <li>. Will be the last group to board.</li> </ul>
March 14, 2017	-	Unveils United Jetstream, an online portal that simplifies the travel management process via self-service tools. It allows corporate travel managers easy access to on-demand reports to travel-related profiles such as spending, weather waivers, product and service information and policy updates. It includes future predictive performance.
March 21, 2017	-	First U.S. airline to open automated screening lanes at multiple airports including TSA Pre-check.
April 9, 2017	-	A customer on a full United Express flight to Louisville, KY, operated by Republic Airways, is removed and injured by O'Hare security police to accommodate deadheading crew members. The incident resulted in a top-to-bottom review of company policies and procedures regarding crew accommodation and customer overbooking, denied boarding and voluntary denied boarding compensation.
May 24, 2017	-	Inaugurates San Francisco-Munich service as well as service to four new domestic destinations: Champaign/Urbana, IL; Columbia, MO; Rochester, MN and Santa Rosa, CA.
May 31, 2017	-	Boston is added to the premium transcontinental routes. Service now features complimentary hot meal and alcoholic beverages in economy.
Sept. 2017	-	Customers can now check in and get flight information from Amazon's Alexa device. United is the first airline to provide this Alexa offering.

Sept. 27, 2017	-	United is named Airline of the Year by the International Flight Services Association in recognition of the innovative Polaris business class product.
Oct. 24, 2017	-	Becomes the first U.S. carrier to offer boarding passes for its 19 partner airlines via the United App.
Oct. 27, 2017	-	Inaugurates service between Los Angeles and Singapore.
Oct. 28, 2017	-	Inaugurates service between Newark and Buenos Aires, Argentina.
Nov. 7, 2017	-	Celebrates the retirement of the Boeing 747 from the fleet with the re-creation of the first flight between SFO and HNL.
Nov. 21, 2017	-	Announces service to 10 new domestic destinations in 2018.
Dec. 1, 2017	-	For the 14 <sup>th</sup> consecutive year, “Global Traveler” voted Mileage Plus as the industry’s best loyalty program.
Dec. 5, 2017	-	The new United App allows customers to check in and receive flight information via the Google Assistant and the Fitbit Ionic watch.
Dec. 20, 2017	-	Increases Hawaii service to 40 daily flights, more than any other airline.
December 2017	-	Inaugurates non-stop service to Mazatlan from Houston on December 21 <sup>st</sup> and from Chicago on December 23 <sup>rd</sup> .

Dated: August 2, 2018

