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IMMEDIATE RELEASE

October 18, 2002

**DFW INTERNATIONAL AIRPORT TRAVELERS SAY:  
WE'LL PARK AT THE AIRPORT WITH BETTER SERVICE,  
PRICES, SIGNS**

**YEARLONG PASSENGER STUDY DRIVES MAJOR  
CHANGES IN PARKING, SERVICES AND SIGNAGE**

DFW INTERNATIONAL AIRPORT, Texas (October 18, 2002) – DFW International Airport polled more than 1,000 passengers in a year-long study of parking patterns and is preparing to roll out new parking options and signage later this month that give passengers what they want: more convenience, value pricing and personal safety.

"Passengers told us they want simple options, great service, convenient access and security," says Joe Lopano, executive vice president of marketing at DFW Airport. "Our new parking and signage strategy is completely customer-driven and we think will benefit our passengers in the post 9/11 travel era where reducing the 'hassle factor' in all aspects of the Airport experience is one of our top priorities."

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During the last year, the Airport conducted quantitative and qualitative measurements of consumer parking behaviors in the post 9/11 travel environment. The parking study found passengers placed the highest value on:

- Value pricing
- Car-to-gate shuttle service
- Parking availability
- Covered parking
- Improved signage and ease of access and entry to lots
- Personal and vehicle safety

Beginning later this month, DFW's new "Express" lots will incorporate these elements and will offer convenience and services comparable to the most popular off-Airport lots.

"DFW is adding requested services without hiking prices or cutting corners," says Lopano. "Our Express Parking is a perfect example of that concept. Plus, with Express, the days of worrying about what terminal you arrive at and what lot you parked in will be over with quick car-to-gate service."

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Based on the 2001 JD Power On-Airport Satisfaction Study for DFW Airport, signs and directions related to parking is an area for improvement. In efforts to improve customer satisfaction, the Airport will spend \$14.5 million in the construction of new roadway signage and revamp its six parking lots with 28,887 spaces with the following name changes:

<u>CURRENT NAME</u>	<u>NEW NAME</u>
Terminal	Terminal
Value AA	Express South
Remote Parking for Terminal B	Express North
Discount Parking for Terminal E	Closed to public parkers
South Shuttle	Remote South
North Shuttle	Remote North

Lopano adds, "We're not changing the parking lot names to drive passengers crazy. We're simplifying the names because of the feedback we got from our customers. The Airport prides itself on making changes that make traveling easy for both families and road warriors."

New blue signs with easy-to-read white lettering will be installed along the Airport's main road, International Parkway, during the first phase of sign replacement, to be completed by the end of the month. The signs will feature internationally recognized symbols to help guide passengers through the Airport.

Additional information about the new parking services will be released later this month. Passengers wishing to get more information on the parking and signage programs can check out [www.dfwairport.com/parking](http://www.dfwairport.com/parking) or call 972 574 PARK.

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Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 2,000 flights per day and serving 55 million passengers a year. DFW International Airport provides non-stop service to 130 domestic and 31 international destinations worldwide.

EDITOR'S NOTES:

- This release, and past news releases issued by DFW International Airport, are available online at [www.dfwairport.com](http://www.dfwairport.com) in the "Media Site" section.
- For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport, log on to [www.dfwairport.com](http://www.dfwairport.com). To arrange interviews contact DFW Public Affairs at 972 574 NEWS (6397) or Ken Capps, APR, Vice President Public Affairs, [kcapps@dfwairport.com](mailto:kcapps@dfwairport.com).

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