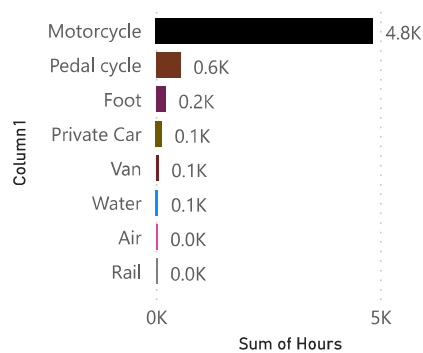


Internal Dashboard: Convincing Consumers of Air Travel

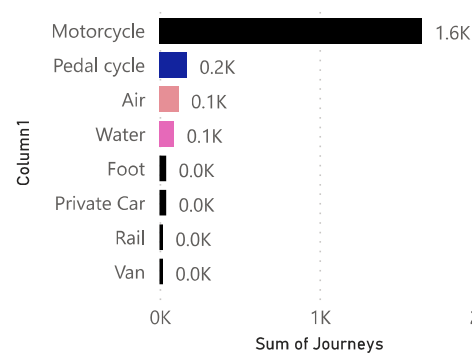
1 in 7 Million=Odds of Death in Commercial Jet Airline

15=Acts of Violence on TV per Hour

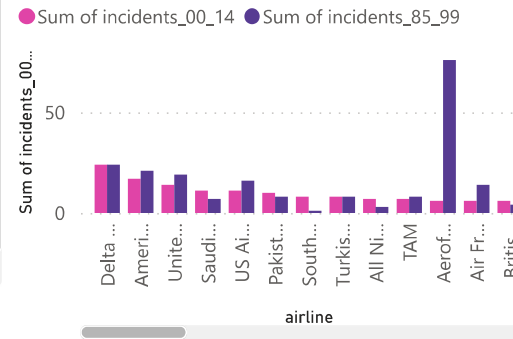
Deaths per Billion Hours



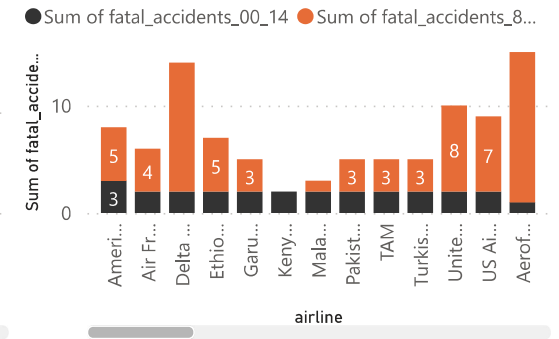
Deaths per Billion Journeys



Compare Number of Incidents 1985-1999 and 2000-2014



Sum of Fatal Accidents from 1985-1999 Far Outpaces 2000-2014



Compare Fatality Sums 1985-1999 and 2000-2014

