

# PERIMETER AVIATION

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002

# THE SPIRIT





# *of* FLIGHT



This Canadian specialty airliner in the North is in the business of putting First Nations first.

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Established in 1960, Perimeter Aviation is a diversified airline company with one of the first multi-engine civil flight training schools in Canada. From a one-man operation to medium-sized company with over 500 employees, Perimeter has taken advantage of market opportunities by diversifying its business over the years to include: aviation maintenance services, training, a 24-hour air ambulance service as well as cargo and chartered flights.







**ALTHOUGH PERIMETER STILL** offers aviation training, the specialized airline is shifting its focus to its primary business: a scheduled air service into Manitoba and northern Ontario's most remote communities, as well as providing charter and air ambulance services in those regions and across parts of North America. In fact, it was part of the company's strategy to steer clear of the domestic airlines.

With scheduled services in remote First Nations communities, Perimeter Aviation has carved a niche market within the competitive airline industry. Despite the downturn in the economy,

business has been steady. "The only way to get into these communities is by air; these travelers and communities depend on us," explains Mark Wehrle, President of Perimeter Aviation. "We're not subject to the same fluctuations in revenue streams that commercial airlines go through every time there's an economic problem."

When Perimeter Aviation first began in 1976, they had only two airplanes that went to three destinations. With over 34 aircrafts and 22 destinations on its schedule, Perimeter is growing. "We're working with the government to improve the facilities and runways because they were



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very rustic back in the day and wouldn't support modern aircrafts," says Wehrle, adding they also operate a fleet of metros and dash eights.

### Partnership adds competitive advantage

Based in Thompson and headquartered in Winnipeg, Manitoba, Perimeter executives were presented another opportunity when a competitor went bankrupt in 2005. "They were a similar size as us, so we were able to pick up some assets and take over most of their routes. Now, we're pretty much the sole provider for most of these communities," prides Wehrle. The partnership is also a win-win scenario for the remote communities.

"We entered into partnership agreements with the First Nations communities that we fly into we've and they get shares in the profits of the operations and other benefits," explains Wehrle. Not only it is a financial benefit to these communities, but it has also strategically positioned the company for success as it limits other competitors in these markets. "It's cheaper to share profits with customers than the competition and it has worked well. We have been able to provide about 30 per cent employment opportunities for First Nations people and actively work together to get more of them involved in higher positions," he says.

Perimeter was a privately owned company



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until 2004, when it was sold to an income trust. It recently was converted into a corporation. When Perimeter first went public, it was perfect timing as it brought the accessibility of cash to expand. The company also more than doubled in its size from 2004 to 2005. "It's a fun thing to go through," comments Wehrle.

### **Performance and safety come first**

Aviation happens to be is a highly capital business which is why Perimeter prefers to use high-performance equipment. "There is a big emphasis on safety. We don't have the same facilities as other modern airports. It's all gravel runways so we land

on rocks every day," explains Wehrle. Being able to operate in such environments takes a great deal of commitment to training and developing procedures to meet the safety standards.

"We have invested \$500,000 into training, including the construction of a flight simulator to train pilots; we're probably one of the few airports our size that has a training device of that magnitude," says Wehrle. He adds it enables them to "offer training to other companies that have the same equipment."

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## OVERVIEW OF SERVICES



### MAINTENANCE SERVICES

Perimeter's Maintenance Division is equipped to meet all of your aviation needs. Our dedicated and certified staff can perform line and heavy maintenance, including structural repairs avionics repair and install, component overhaul, NDT services, imports, DAR services and even provide upholstery services and many more.

### AVIATION TRAINING

Perimeter Aviation maintains a full staff of instructors, including a school coordinator and chief flight instructor. Each instructor comes with a wealth of knowledge and flying time, as well as many hours of previous instructing time. We also have a Pilot Examiner on staff to accommodate both Multi and IFR (Group 1) flight tests.

Perimeter is located at the Winnipeg James Armstrong Richardson International Airport, and only 20 minutes by bus from the city centre. The local Transport Canada office is located downtown and exams are written five days a week, with same-day results.

### CARGO

Perimeter's cargo service is considered to be one of the most advanced and efficient services available in Manitoba and Northwestern Ontario with computer generated air waybills and tracking system that monitors freight from arrival to departure. Servicing most locations multiple times daily, allows customers to choose any number of flights, including a priority service.

### CHARTERS

In addition to maintaining scheduled service into communities within Manitoba and Ontario, Perimeter Aviation offers charters throughout North America.

- Aircrafts are based in Winnipeg and Thompson and can accommodate up to 37 passengers and cargo freighters up to 4000 lbs.
- Perimeter Aviation has the capability to combine passenger and cargo onto one aircraft charter.
- This is ideal for operations into remote worksites and communities without road access.

### AEROMED

Perimeter operates four medevac bases throughout northern Manitoba including; Thompson, Cross Lake, Gods Lake Narrows, and Island Lake. We are a licensed Air Ambulance provider with the Manitoba Health Emergency Services Branch. With our strategic locations throughout the province, our aircraft can serve any community in Manitoba within one hour.



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eter runs its own maintenance operations that support the aircraft from cradle to grave. "We can manufacture our own parts, so we have control over the whole operation and we're dependent on anyone else, with respect to our operation. It took us 40 years to do that, but once you get there, you start to see the real dividends," shares Wehrle.

In addition to its manufacturing capabilities, Perimeter takes pride in its engineers who work with third party customers for structural repairs and testing. "We specialize and invest in different parts of the aviation business but, having said that, the crop also owns Kiwaiten Air (spell check w. company) which operates an air ambulance and

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scheduled service to the Nunavut area and recently bought a large operator called ComAir for heavy freight in Manitoba. All three of us are in different parts of the aviation industry within the province and between the three of us, we blanket the market," he tells.

When it comes to flying in the North, you can rely on Perimeter Aviation and its strong partners for hassle-free operating in over 21 communities in Manitoba and Ontario. **CBJ**

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