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- Airline orders 201 737 MAXs and 29 Next-Generation 737-900ERs worth \$22.4 billion
- Largest ever commercial airplane order for Boeing
- Lion Air is launch customer for 737 MAX 9

SINGAPORE, Feb. 14, 2012 /PRNewswire/ -- Boeing (NYSE: BA) and Jakarta-based Lion Air today finalized a firm order for 201 737 MAXs and 29 Next-Generation 737-900ERs (extended range). The agreement, first announced last November in Indonesia, also includes purchase rights for an additional 150 airplanes.

"The 737 MAX is the best choice for Lion Air and the best airplane to serve our passengers," said Rusdi Kirana, Lion Air Founder and President Director. "We're excited to be the first airline in Asia to fly the 737 MAX and to be the global launch customer of the 737 MAX 9."

With orders for 230 airplanes valued at \$22.4 billion at list prices, this deal is the largest commercial airplane order ever in Boeing's history by both dollar value and total number of airplanes. Lion Air will also acquire purchase rights for an additional 150 airplanes.

"Lion Air has been a leader in Indonesia's low cost carrier market from the very beginning," said Dinesh Keskar, vice president of Asia-Pacific and India Sales for Boeing Commercial Airplanes. "Today more people are flying in Asia at lower fares because of the 737 and this historic 737 MAX order will help connect more people in the future."

The 737 MAX is a new engine variant of the world's best selling airplane and builds on the strengths of today's Next-Generation 737. The 737 MAX incorporates the latest-technology CFM International LEAP-1B engines to deliver the highest efficiency, reliability and passenger comfort in the single-aisle market.

Airlines operating the 737 MAX will see a 10-12 percent fuel burn improvement over today's most fuel efficient single-aisle airplanes and a 7 percent operating cost per seat advantage over tomorrow's competition.

To date, the 737 MAX has orders and commitments for more than 1,000 airplanes from 15 customers and the Next-Generation 737 family has won orders for more than 6,600 airplanes.

Lion Air, Indonesia's largest private airline, currently operates or has on order a total of 178 Next-Generation 737s.

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