Swiss World Airways to Launch New Transatlantic Jet Service with Boeing 767

Newly formed Swiss World Airways has accepted a proposal to purchase two Boeing 767-300ERs valued at $203 million dollars, Boeing Commercial Airplane Group confirmed today.

Boeing will deliver the big, extended-range twin jets to Swiss World in the fourth quarter of 1998. The airline, which will start operations later this year with a fleet of leased airplanes, will use the jets to provide non-stop service from its home base in Geneva to North America and Canada.

"The comfort, low-cost, flexibility and proven track record of the 767 across the North Atlantic make it the ideal airplane for us as we work to distinguish ourselves in the market, " said Pierre Porta, Chief Executive of Swiss World.

"The airplane's record, particularly on North Atlantic runs, is unmatched," he added.

Swiss World plans to give Geneva based travelers more options to choose the airline service that is right for them.

"These new Boeing aircraft will give us several options, allowing us to better serve travelers -- particularly business travelers - by providing service currently not available to North America," -- Porta added.

The 767-300ER seats 269 passengers in a two class configuration and 218 passengers in three classes. The airplane has a range capability of 7,050 miles. To date 730 767s have been ordered by airlines throughout the world.

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