Boeing Confirms El Al Order For Five Next-Generation 737s

Boeing Commercial Airplane Group today confirmed an order by El Al Israeli Airlines for two Next-Generation 737-700s and three 737-800s. The confirmation comes several months after the airline - the flag carrier for Israel - first announced its selection of the Next-Generation 737.

El Al chose the 737 jetliners following a thorough evaluation of competing aircraft, an evaluation that was based on economic and technical requirements. An outside consultant hired by the airline provided an independent analysis.

During the selection process, El Al launched an advertising campaign asking the Israeli public which jetliner family it preferred: the Boeing Next-Generation 737 or the Airbus A320. Both manufacturers demonstrated their respective airplanes to the airline and its passengers. A survey released after the demonstration flights showed that three out of four Israeli fliers prefer Boeing.

"Not only did El Al select the 737 based on investor appeal, value for money and operational success, but its passengers selected our airplanes based on comfort," said Tom Basacchi, Boeing Commercial Airplane Group vice president - Europe/Russia.

The Next-Generation models - the 737-600/ -700/ -800/ -900 - build on the strengths that have made the 737 the world's most successful commercial jetliner while incorporating improvements designed for the 21st century. The 737 family alone has won orders for almost 4,000 airplanes - more orders than the company's biggest competitor has secured for its entire product line since it began business. On average, more than 825 Boeing 737s are in the air at any time, with one taking off every six seconds.

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