SAS To Add 14 Boeing Next-Generation 737s To Fleet

Boeing Commercial Airplane Group confirmed today that Scandinavian Airlines System (SAS) will add 14 Next-Generation 737s to its fleet. These additions continue a fleet-modernization program begun in 1995 when SAS - the launch customer for the 737-600 twinjet - placed a firm order for 41 Next-Generation 737s and options for another 35.

Today's announcement results from SAS exercising nine options from the 1995 order and a firm order for an additional five. SAS has the right to select 737-600s, 737-700s or 737-800s, depending on capacity need as SAS modernizes its fleet. The airline now has a total of 55 firm orders and 40 options for Next-Generation 737s. At least 12 of these airplanes will be 737-700s and 737-800s.

SAS will debut its new corporate identity on its first 737-600, scheduled for delivery later this month. The new livery - a redesigned logo and signature, complemented by a blue tail and red engines - gives the airplane a crisp and updated look. This first airplane is scheduled to enter service Oct. 25, flying from Stockholm, Sweden to Paris. By the end of 1998, the carrier will have eight 737-600s in service on major European routes.

"SAS selected the 737-600 on the basis of its cost-effectiveness and superior environmental attributes," said Jan Stenberg, SAS president and chief executive officer. "The decisive factors in our choice of the Next-Generation 737 were the airplane's flexibility, economy and friendly environmental features. The 737-600 is especially valuable to SAS as we continue to develop our traffic system and increase capacity with larger Next-Generation 737s, specifically the 737-700 and 737-800."

"SAS' decision to once again choose members of the Next-Generation 737 family reaffirms that we have the right product for the European market," said Tom Basacchi, vice president - Europe/Russia, Boeing Commercial Airplane Group.

SAS is the first airline to order the 737-600 with the dual annular combustor (DAC) engine, which is approved for installation on all Next-Generation 737 models. Produced by CFMI, the DAC engine produces significantly lower levels of noise and emissions than current airplane engines.

The Next-Generation 737 family continues to be the fastest-selling jetliner model in commercial aviation history. To date, 52 customers worldwide have placed orders for more than 1,000 airplanes.

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