Boeing Orders at Paris Rise to $3 Billion

The Boeing Company today announced additional orders for 19 Boeing jetliners from four customers. TAROM Romanian Air Transport, Lauda Air, Delta Air Lines and Hapag-Lloyd have placed orders that include the Boeing Next-Generation 737, 757 and 767 models.

The order breakdown is as follows:

- TAROM Romanian Air Transport - four 737-700s and four 737-800s
- Lauda Air - one 767-300ER (extended range)
- Delta Air Lines - six 737-800s, one 757-200 and two 767-300ERs
- Hapag-Lloyd - one 737-800

Alan Mulally, president - Boeing Commercial Airplanes Group, said that orders depend on providing operators value and the right products for their needs.

"Our customers all have different strategies and requirements," Mulally said. "But they face the same increasingly competitive market and demand products and services that deliver value in their market segments. Today's announcement shows that our Boeing commercial airplane family is doing that."

TAROM selected the Next-Generation 737 to serve its expanding markets in Europe and the Middle East. The Romanian national carrier currently operates a fleet of 737-300s and will start adding 737-700s at the end of 2000. Tarom has been a Boeing customer since 1974, when it took delivery of its first 707.

Lauda Air, based in Vienna, Austria, confirms ordering one 767-300ER, scheduled to deliver at the end of 2000. Lauda Air began operation in 1979 and placed its first order with Boeing in 1985, with the purchase of two 737-300s.

Delta's order is a conversion of options and reflects the airline's plans for fleet modernization and modest growth. It also underscores Delta's objectives of fleet simplification and efficiency. By replacing older aircraft, Delta expects to significantly improve customer satisfaction and reliability and also create significant economic benefit in reduced training, maintenance and scheduling expenses.

Hapag-Lloyd is exercising an option for one 737-800, scheduled for delivery in spring 2000. The inclusive-tour carrier and launch customer for the Next-Generation 737-800 placed an initial order for 16 airplanes with options for eight more in 1994. Hapag-Lloyd operates tour charters to the Mediterranean, the Canary Islands and the Caribbean and plans to replace the 737-400s and -500s currently in its fleet with Next-Generation 737-800s.

Today's announcement brings to 118 the number of orders Boeing has announced this year, including a total of 62 airplanes announced this week. In addition to today's announcement for 19 jetliners, Boeing earlier announced orders by Jet Airways, Midway, the CIT Group, Korean Air and Southwest Airlines. The company also has announced plans by International Lease Finance Corporation to order as many as 100 Next-Generation 737s.

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