Hapag-Lloyd Flug Orders Two Boeing Next-Generation 737s

The Boeing Company today confirmed that German inclusive-tour carrier Hapag-Lloyd Flug has ordered two Next-Generation 737-800s. The order value is approximately $100 million.

These orders are existing orders that have been accounted for in cumulative order totals published by Boeing on Dec. 15. Until today, the customer for the order was unidentified.

The carrier is scheduled to take delivery of the airplanes in 2001. When delivered, the airplanes will increase Hapag-Lloyd's entire fleet to 33 airplanes flying routes throughout Europe, the Mediterranean and the Canary Islands.

Hapag-Lloyd - the launch customer for the Next-Generation 737-800 - said the -800 models eventually will replace the 737-400s and -500s in its fleet. Including this order, the airline has ordered 24 Next-Generation 737-800s, of which 11 have been delivered.

"The Next-Generation 737-800's reliability, maintainability, and commonality to other 737 models makes it the ideal choice for our fleet," said Wolfgang Kurth, Hapag-Lloyd managing director and member of the board. "I anticipate that the Next-Generation 737 family will become the backbone of our operations, building on the success of our Classic 737s."

Boeing incorporated enhancements in the 737-600/-700/-800/-900 series where they add value to airline operations. These include a redesigned passenger cabin, a flight deck featuring the most versatile display system offered on any commercial jetliner, and a new wing and engines for improved operating performance and reduced noise and emissions. Making the airplane as quiet and as fuel-efficient as possible was a priority for Boeing in the design of the Next-Generation 737 family. The result is an airplane family that is the newest and most advanced in its class.

The Boeing 737-800 is powered by CFM56-7 engines produced by CFMI, a joint venture of General Electric Co., of the U.S. and SNECMA of France. The CFM56-7 is the top engine in its class for environmental sensitivity. It incorporates new technologies that reduce noise and emissions well beyond required standards.

The order for these two additional 737-800s gives the airline an opportunity to further standardize its fleet with airplanes that offer the advantages of low costs in maintenance and crew training.

"Boeing is proud to be a part of Hapag-Lloyd's continued success by offering the right airplane with the lowest operating cost and highest reliability in its class," said Chris Longridge, Boeing Commercial Airplanes Group vice president - European Sales.

With more than 4,475 total orders and more than 3,555 deliveries, the Boeing 737 is the best-selling commercial jetliner of all time. More than 800 737s are in the air at any time, with one taking off every six seconds.

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