# New Look Interior to give Boeing 767-300 a 777 Feel

The Boeing 767-300, one of the world's most popular jetliners, is getting a new, even more passenger-pleasing cabin interior. The new interior, based on the award-winning interior design of the Boeing 777, uses state-of-the-art lighting and design concepts to amplify the feeling of spaciousness on an airplane already prized for long-range comfort. The first new-interior 767-300 will be delivered later this year to Lauda Air of Austria.

For passengers, the new interior also includes new, deeper stowage bins, which means it will be easier to find space in the compartments. For airlines, the new interior offers increased flexibility in positioning and maintaining lavatories. About 70 percent of the lavatory components are the same as those found on the 777, easing maintenance and reducing the number and types of spare parts in airline inventories for operators of both models. The interior also features an improved in-flight entertainment interface.

"Years of survey data show that passengers in every class of service and in every market prefer the Boeing 767 family over competing models," said Klaus Brauer, project director - Marketing, Boeing Commercial Airplanes Group. "This new design will give passengers even more reason to prefer this jetliner."

The new interior will complete the conversion of the Boeing 767 family to a modern, 777-style interior, and is an example of The Boeing Company's commitment to continual improvement of its products. The new Boeing 767-400ER, the first of which will be delivered this summer to Delta Air Lines, will be the first 767 with the new-look interior. Continental Airlines will receive the first Boeing 767-200ER with the new interior this fall, shortly before Lauda Air takes to the air with a sleek new interior on its 767-300ER.

The new interior is being offered as a standard feature for new Boeing 767-300 orders. Boeing also is offering airlines an option to convert to the new interior on existing orders.

The 777 cabin was the first airplane interior to be honored for excellence by the Industrial Designers of America. The design evolved after extensive research involving passengers, flight attendants and airline cabin service personnel. It also reflected recent advances in the understanding of the contribution of light and design to passenger comfort. When the 777 entered service in 1995, the design proved so popular with passengers and cabin crews that it has become the basis for the interiors of the Boeing Next-Generation 737, Boeing 757 and now the Boeing 767 families. A 777-style interior for the Boeing 747-400 also is under consideration.

The Boeing 767 is the catalyst that has transformed travel from a mega-hub-and-spoke system to one in which passengers can fly directly to their ultimate destinations, eliminating missed connections, minimizing lost luggage, and saving travel time. It is the most widely used airplane for trans-Atlantic travel.

The 767 also has the highest percentage of window seats and aisle seats of any jetliner, yet retains the high likelihood that passengers will be seated next to an adjacent empty seat-a major comfort enhancer-at typical airline load factors.

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