Boeing To Showcase Its Jetliners At ITB Berlin 2001

For the first time ever, The Boeing Company will be an exhibitor at the ITB Berlin travel and tourism trade fair in March -- and will showcase three of its commercial airplane families that are mainstays of Europe's holiday charter market. The exhibit at ITB Berlin 2001 is located at Stand 11.1 1/14 on the first floor of Hall 11.

The Boeing Commercial Airplanes exhibit will feature the Next-Generation 737, the 757 and the 767, all of which are favorites with European holiday carriers. Boeing products represent about 70 percent of the jetliners now in service with European charter airlines.

"For tour operators to provide the product travelers want, manufacturers must be able to offer a range of airplanes with superior economics, flexibility, reliability and comfort," said Toby Bright, Boeing Commercial Airplanes senior vice president - Europe and Russia. "Boeing jetliners - and particularly the Boeing 737, 757 and 767 families - are the perfect match for the market."

Boeing has enjoyed a strong and growing partnership with the European travel and tourism industry since the dawn of the jet age in the 1950s, when Boeing jetliners were introduced in service with European charter airlines. Since that time, Boeing has supplied about 430 airplanes to European charter airlines, incluing the popular 737, 757 and 767.

The four-model Next-Generation 737 family is the newest, most advanced-design jetliner in its class. It offers the lowest operating costs in its class, and an all- new, more spacious interior. Its increased range opens the potential for creating new and lucrative markets.

The two-model Boeing 757 family was designed to offer airlines superior performance, fuel efficiency, flexibility and environmental friendliness. The newest model, the Boeing 757-300, entered service in 1999 with Condor Flugdienst and set a world record for reliability in its first year of service. No other mid-sized jetliner can match its economics, which provides operators the flexibility to offer passengers great value and lower fares.

The range, economics and comfort of the four passenger-model Boeing 767 family changed air travel by opening new markets and allowing travelers to go directly to their destinations instead of changing planes at congested major hub airports. New Boeing 767s feature a spacious new 777-style cabin interior.

The Boeing Commercial Airplanes exhibit at ITB Berlin will feature a multi-media presentation as well as showcase the European charter and inclusive tour operators who fly Boeing airplanes. It also will include an information kiosk displaying the passenger-friendly features of the Boeing products.

ITB Berlin 2001 will be held March 3 to 7, 2001, at the Berlin Exhibition Grounds.

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Note: Boeing has scheduled the following briefings for media attending ITB Berlin 2001. Briefings will be in the L'Etoile - VIP Room 2, located in Hall 11.1 at ITB Berlin, on the morning of Monday, March 5, and Tuesday, March 6.

- **10.00, Monday, March 5**
  - A presentation on the factors that have caused the transformation of the European leisure industry during the last five years.
  - By Drew Magill, regional director - Marketing, Boeing Commercial Airplanes
- **10.00, Tuesday, March 6**
  - A presentation on passenger comfort in the holiday travel environment and the impact it has on overall customer satisfaction.
  - By Klaus Brauer, project director - Passenger Revenue Development, Boeing Commercial Airplanes.
- **Immediately following Brauer presentation**
  - Toby Bright, Boeing Commercial Airplanes senior vice president-Europe and Russia, will be available for media interviews immediately following the Tuesday presentation.

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