Boeing To Be Well-Represented At Seoul Air Show 2001

The Boeing Company again will be well represented with people, products and services at the Seoul Air Show 2001 beginning Monday at Seoul Airport in Sungnam City.

"Boeing has been a market leader in Korea for more than 40 years," said Bill Oberlin, president of Boeing Korea Inc. "Our commitment to the Seoul Air Show 2001 reflects our intention to maintain that leadership position and to create superior value for our customers in Korea by offering the most complete line of products and services."

Oberlin noted that the show will feature a Boeing exhibit displaying graphic panels, plasma screens and models of various Boeing products for each major Boeing business unit -- Commercial Airplanes, Military Aircraft and Missile Systems, Space and Communications, Boeing Capital Corporation, Connexion by Boeing and Air Traffic Management.

Additionally, the Seoul Air Show will mark the first time the U.S. Air Force F-15E Strike Eagle will perform an aerial demonstration at an international air show. The F-15E is the U.S. Air Force's premier long-range strike fighter and will continue in this role through the year 2030. It first flew in 1986 and is a true multi-role fighter. The Republic of Korea is considering the newest and most advanced version of the F-15E, the F-15K aircraft, in its F-X fighter competition.

The Boeing Company AH-64D Apache Longbow will make its first appearance at the Seoul Air Show and will perform a wide range of aerobatic maneuvers at full mission weights.

Next-generation Apaches continue to make their presence known around the globe through a growing customer base that includes Egypt, Israel, Japan, Singapore, The Netherlands and the United Kingdom. Several international competitions also are under way.

Boeing Commercial Airplanes will spotlight the 777, 747 and the Sonic Cruiser, Boeing's newest airplane concept. The Sonic Cruiser is intended to change the way people fly, enabling passengers to travel non-stop directly to their desired destinations in less time. The airplane will allow airlines to maximize the economic performance of their fleets. Additionally, airlines will be able to operate an environmentally-friendly airplane, which will be quieter and cleaner than all anticipated regulatory requirements and provide excellent fuel efficiency.

The Space and Communications unit will feature the 737 Airborne Early Warning and Control (AEW&C) System at the Seoul Air Show. This system is a unique blend of high-performance aircraft and mission equipment that represents the standard for future airborne early warning systems. The platform features the Boeing 737-700 and aircraft offering 21st century avionics, navigation equipment, and flight decks.

Boeing Military Aircraft and Missile Systems will be represented by Mike Marks, vice president-general manager, U.S. Air Force fighter/bomber program; Bill Lawler, vice president-general manager, Strategic Operations and Planning; Doug Kennett, vice president, Communications, and others.

John Lorber, vice president, Missile Defense Systems and Patrick Gill, vice president, AEW&C programs, leads the Space and Communications unit Seoul 2001 team.

Boeing Commercial Airplanes will have a team of representatives attending, with Randy Tinseth, director of Marketing, conducting a Sonic Cruiser briefing for the media on Tuesday, Oct. 16, at the Seoul Air Show press briefing center.

Since 1916, The Boeing Company has made machines that fly -- carrying people and their goods the world over, defending the peace and helping in the exploration of space. In the process, Boeing has become one of the nation's largest companies and the world leader in designing and building commercial jet airplanes.

Today, the long-range mission of The Boeing Company is to remain the No. 1 aerospace company in the world and among the premier industrial concerns in terms of quality, profitability and growth. To achieve that goal, the company is guided by its long-term vision: People working together as one global company for aerospace leadership.

"Boeing is proud of its long-standing partnerships in Korea," Oberlin said. "For more than 40 years, Boeing has worked closely with regional airlines, aerospace suppliers, governments and businesses to nurture air travel and development in the aerospace industry in Asia Pacific. Boeing is firmly committed to making these partnerships continue long into the future."

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