Global Initiatives Spur Growth for Boeing in Turkey

As part of a long-term strategy to strengthen its commitment to Turkey, The Boeing Company [NYSE: BA] today announced the appointment of Greg Pepin as President of Boeing Turkey.

Pepin will be responsible for coordinating and leading Boeing's enterprise-wide business activities in Turkey. He will pursue new revenue-growth opportunities, lead the country strategy planning process and focus on strengthening Boeing's in-country communications and community relations programs. Sales and marketing responsibilities will remain with the business units: Boeing Commercial Airplanes, Integrated Defense Systems, Air Traffic Management, Connexion by Boeing and Boeing Capital Corporation. Pepin will support the sales teams as they conduct their campaigns in Turkey.

"Turkey is a growth market for Boeing and this appointment demonstrates our long-term commitment to building and expanding our business relationship. Greg Pepin's presence in Turkey will help us to better serve our customers and business partners there for our mutual success," said Boeing Chairman and CEO Phil Condit.

As the president of Boeing Turkey, Pepin's efforts will be focused on creating growth opportunities for Boeing within Turkey. "I plan to position Boeing as the most reliable and preferred supplier for Turkey's aerospace industry," Pepin said.

Pepin's appointment marks the ninth new country or regional executive chosen by Boeing over the last 14 months. "The appointments are a key part of the company's program of globalizing its business activities, outlook and reach to build greater value for Boeing around the world", said Tom Pickering, Boeing senior vice president of International Relations.

Boeing is a major supplier of commercial and military aircraft for Turkey and has developed a strong partnership with the country's aerospace industry. The company has a growing supplier network of businesses that manufacture parts and components for Boeing products.

The Boeing Company is the largest aerospace company in the world and the United States' leading exporter. It is NASA's largest contractor and the largest manufacturer of commercial jetliners and military aircraft. The company's capabilities in aerospace also include rotorcraft, electronic and defense systems, missiles, rocket engines, launch vehicles, satellites, and advanced information and communication systems. The company has an extensive global reach with customers in 145 countries.

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