

Hainan Airlines Goes Regional with Its First Boeing 767

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Operating Costs, Range and Reliability are Key Factors in the Decision

Hainan Airlines, one of the most dynamic and innovative carriers in China, took a major step into the regional aviation market when it received its first Boeing [NYSE: BA] 767-300ER (extended-range) twin-aisle airplane.

Hainan selected the 767 after in-depth analysis of the competing product. In the end, the airline decided on the Boeing 767-300ER because of technical, operational, economic, environmental and passenger comfort considerations.

The new jetliner is powered by Pratt & Whitney 4000 series engines. Hainan Airlines also has two additional 767-300ERs scheduled for delivery later this year.

Hainan Airlines' new 767 will be based in Beijing and will connect that city to Haikou, Shanghai and Urumqi.

"Hainan Airlines has proven to be very adept in its growth planning, and we are very proud to be a part of its success story," said Larry Dickenson, vice president of Sales, Boeing Commercial Airplanes. "I am confident that the 767-300ER is the perfect choice for this very competitive market."

The 767 offers the lowest operating cost per trip of any widebody airplane in its class and is one of the most popular twin-aisle airplanes ever built. In addition, 767s produce less pollutant emissions per pound of fuel and burn less fuel for better environmental performance and improved operating economics. A total of 887 767 airplanes have been delivered to 80 operators around the world.

The 767 has accumulated more than nine million flights and has carried millions of passengers.

Hainan Airlines traffic growth averaged 30 percent annually since 1994. Since its formation in 1993 with two 737 airplanes, Hainan Airlines now operates a fleet of more than 70 airplanes and flies to more than 60 cities in China and Asia.

Hainan Airlines, based in Haikou, China, continues to evolve as a leading carrier with a strong commitment to excellence, providing reliable service in China and other Asian cities. Hainan Airlines owns major shares in Xinhua Airlines, Chang'An Airlines, and Shanxi Airlines.

Hainan Airlines' began international operations in 2001 and currently serves Macau and Seoul. The airline also is investigating new international destinations, including Japan

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