New Boeing 7E7 Airplane Gets a Name

'Dreamliner' Wins Among Four Possibilities in Worldwide Voting

Boeing [NYSE: BA] today announced the name of its newest airplane -- the Boeing 7E7 -- at the Paris Air Show. After casting approximately 500,000 votes in more than 160 countries, people from around the world chose "Dreamliner" as the winner.

"The people of the world made a great choice," said Rob Pollack, vice president of Branding for Boeing Commercial Airplanes Marketing. "The name Dreamliner reflects a new airplane that will fulfill the dreams of airlines and passengers with its efficient operations, enhanced cabin environment, and the ability to allow profitable connection to more cities without stopovers.

"The name also demonstrates how the airplane's economics will enable more people around the world to fulfill their dreams of traveling to new places, experiencing new cultures and staying connected to one another."

Among the four possibilities, the three other choices were: eLiner, Global Cruiser and Stratoclimber. Through a joint promotion by Boeing and AOL Time Warner Inc. [NYSE: AOL] people placed votes at www.newairplane.com.

In addition to naming the airplane, 120,000 people around the world signed up to join the World Design Team -- an internet-based global forum to encourage participation and feedback while the airplane is being developed.

"Since we design our airplanes for the people who use them, it's only natural to reach out to get their opinions," Pollack said. "We will gather their ideas through online surveys and provide updates on the progress of the new airplane as the design of the exterior and interior evolves."

AOL members and others in China, France, Germany, Japan, the United Kingdom and the United States also participated in a sweepstakes to win prizes.

The voting and sweepstakes were part of several online and offline initiatives by Boeing and AOL Time Warner Inc. to engage consumers in the development of the new airplane. Additionally, Alteon Training, a subsidiary of The Boeing Company, will provide sweepstakes grand prize winners and their guests a two-hour "flight" in a 737-700/800 simulator in the training centers in Seattle, London, and Kunming, China.

Experienced with integrated online and offline marketing campaigns and promotions, Seismicom implemented the Name Your Plane program by accessing the global reach provided by AOL Time Warner Inc.

Viewpoint, a New York-based supplier of interactive rich media technology, produced the first 360-degree animation of the Boeing 7E7 Dreamliner to give AOL members an innovative first look at the new design and livery.

Hotel accommodations for the sweepstakes grand prize winners and their guests in Seattle, London and Kunming are being provided courtesy of Marriott International, Inc.

Travel arrangements for the sweepstakes grand prize winners and their guests are provided by Boeing Travel Management Company, a subsidiary of The Boeing Company specializing in full-service travel management for both the business and leisure traveler.

The Boeing Store provided prizes to sweepstakes winners. The prizes are a Boeing Flight Instrument Pack, which includes a blue "light" pen and a clip-on stopwatch compass.

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