First Choice Airways Is First European Customer for Boeing 767 Enhanced Interior

Holiday travelers will enjoy feeling of spaciousness on board First Choice Airways 767-300s

Boeing [NYSE:BA] and First Choice Airways will improve the flight experience for European holiday travelers under an agreement that makes the charter airline the first European carrier to install the Boeing Enhanced Interior in its 767-300 passenger airplanes. First Choice Airways is based in Manchester, U.K.

The new 767-300 interior is based on the award-winning Boeing 777 interior, which provides a greater sense of spaciousness with curved ceiling panels and soft accent lighting.

"The 767-300 Enhanced Interior is ideal for operators interested in updating their brand image," said Ross Bogue, vice president of Technical Services, Boeing Commercial Aviation Services. "Airlines can reflect their brand in every aspect of the cabin interior, from architecture to stowage bins, with minimal modifications."

Boeing Commercial Aviation Services introduced the updated 767 interior last year as an aftermarket product so 767 operators have a quick and economical way to update their airplanes.

Chris Browne, managing director of First Choice Airways, said: "This is an exciting project which forms an important part of the enhanced customer experience delivered by our new long-haul product. It brings our customers the very latest developments in comfort, in-flight entertainment and cabin service."

Boeing has enjoyed a partnership with the European travel and tourism industry since the 1950s, when Boeing jetliners were introduced in service with European charter airlines. Today, Boeing products represent about 67 percent of the jetliners now in service with European holiday charter airlines and about 85 percent of the jetliners in service with Europe's low-fare carriers.

Boeing Commercial Airplanes is the world's leading provider of commercial jetliners and airplane services.
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