Air Senegal International Enhances Its All-Boeing Fleet with Additional Next-Generation 737s

Boeing [NYSE: BA] and Air Senegal International said the airline is continuing its expansion with the purchase of one Boeing Next-Generation 737-700 and an option for another.

The announcement came during a Farnborough Air Show ceremony attended by Boeing Commercial Airplanes Vice President, Sales Doug Groseclose, Air Senegal Chairman of the Board Maniang Faye, and Air Senegal Chief Executive Officer Farid Senhaji.

"Continually, we see carriers across Africa taking advantage of the 737's operational superiority as part of a sound competitive strategy to achieve success," said Doug Groseclose, Boeing Commercial Airplane's senior vice president of sales. "We're proud to be so strongly associated with one of the fastest growing and most successful airlines in Africa, and are pleased they've earmarked the Next Generation 737 to play a key role in their future expansion."

Air Senegal International has had outstanding success with the Boeing Next-Generation 737. With one of the highest daily utilization rates in the industry, it flies higher and more efficiently than any airplane in its class.

"We're excited by our company's growth and have come to greatly rely on the Next-Generation 737, as well as Boeing's extensive customer support," said Managing Director Farid Senhaji.

"The operating efficiency, performance and durability of the 737 serves us well, and has allowed Air Senegal International to add new regional routes in West Africa and increased flights to Europe.

Air Senegal International was launched in early 2001 by Group Royal Air Maroc and the Senegalese government, which holds a 49 percent interest in the airline. In autumn of 2003, the carrier received recognition as the top "African Airline of the Year" by the trade press.

With more than 500 Boeing airplanes flying across the African continent, Boeing has strong, committed relationships with the region's airlines.

"Africa's airline industry continues along a course of expansion, and is a promising market for Boeing," Groseclose said. "We believe Boeing offers the absolute best market options in airplanes, support and services that also have a proven track record in helping airlines achieve financial success."

The Next-Generation 737 family is the popular choice of airlines worldwide for its proven capabilities and reliability. Operating at an altitude 2000 feet higher than the competition, the unmatched performance of Boeing's Next-Generation 737 provides airlines better routing options while giving passengers the best in cabin comfort with the award-winning 777-style interior.

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For further information:
Brian Walker
(206) 766-2929
Sandy Angers
(425) 965-9380