# Boeing and British Airways Complete Deal for Four 777-200ERs

## Boeing 777 is logical complement to British Airways' wide-body fleet

Boeing [NYSE: BA] and British Airways have finalized an order for four Boeing 777-200ER jetliners valued at more than $800 million at list prices. British Airways also secured options for four additional 777-200ERs. British Airways said it is using the 777s to expand its long-haul fleet.

British Airways has a fleet of 43 Boeing 777s making it Europe's largest operator of the popular jetliner. "The Boeing 777 fitted our requirements and could easily be assimilated into the rest of our long-haul fleet," said Robert Boyle, commercial director, British Airways.

"We are very pleased to support British Airways' expansion plans with additional 777s," said Marlin Dailey, Boeing Commercial Airplanes vice president of Sales for Europe, Russia and Central Asia. "Boeing welcomes this opportunity to demonstrate its ongoing commitment to British Airways' success -- a commitment that goes back more than 50 years.

"The 777 has a history of proven performance at British Airways and other leading airlines around the world. Its decision to expand its 777 fleet is welcome validation not only of our twin-aisle product strategy but also of the 777's success in meeting British Airways' demanding standards of quality," Dailey said.

The 777's combination of optimal size, range, efficiency and cabin comfort has made it the most successful airplane in its category. With more than 900 orders worldwide, the 777 has captured more than 65 percent of its market since its launch.

Environmental performance is another key factor in the 777's appeal for airlines and communities. When it entered service in 1995, the 777 represented a breakthrough in fuel and CO2 efficiency. With its twin-engine efficiency, the 777-200ER burns 24 percent less fuel per seat than its closest four-engine competitor. The 777 is also well known worldwide for its advanced noise technology.

"The 777 was conceived with environmentally progressive technology in mind, and we keep improving it to keep it quiet and clean," said Bill Glover, managing director of Environmental Performance, Boeing Commercial Airplanes. "Environmental performance is a key consideration in all of our aircraft designs and the 777 is clearly a pioneer in that regard."

The additional 777s for British Airways will continue to enable quick and easy transitions for pilots and cabin crew who staff both airplanes' operations.

"The 777 is a logical, more economical complement to British Airways' existing fleet of wide-body aircraft," Dailey said.

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