Boeing, transavia.com Announce Next-Generation 737 Order

Boeing [NYSE: BA] and Dutch airline transavia.com have finalized an order for seven 737-800s with conversion rights to other model types. The order is worth approximately $523 million at list prices. The airline also secured options for a further three airplanes. The airplanes will operate out of the airline's Dutch hubs: Amsterdam, Rotterdam and Eindhoven. This order was previously booked on Boeing's Orders & Deliveries Web site under the unidentified customer category.

The airline already operates an all-Boeing fleet of 29 Next-Generation 737s.

"This order is the result of a fleet plan developed by transavia.com that provides for the fleet's long-term optimization," said Tjero R. Zomer, chief financial officer, transavia.com. "The new Boeing 737s also are equipped with Blended Winglets, which together with the much lighter optional carbon brakes can provide substantial advantages regarding fuel consumption and the related factor of CO2 emissions."

"Transavia.com was part of a select group of European airlines that helped Boeing bring the Next-Generation 737 program to market. Since then, transavia.com has gained a great deal of experience in operating and maintaining a 737 fleet," said Marlin Dailey, vice president Sales, Europe, Russia & Central Asia, Boeing Commercial Airplanes. "So, transavia.com ordering seven more Next-Generation 737s for its long-term growth is a real validation of the efficiency and reliability of the airplane in daily service."

The Boeing Next-Generation 737 family is the world's most popular and reliable single-aisle airplane family. As of Oct. 31, Boeing had logged orders for more than 4,200 Next-Generation 737s, and has unfilled orders for nearly 1,800 airplanes worth more than $125 billion at current list prices.

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