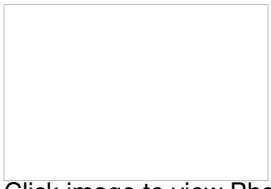
Boeing Receives Order from Romanian Carrier Blue Air for Next-Generation 737s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SEATTLE, Feb. 05, 2008 -- The Boeing Company [NYSE: BA] today announced an order from Romanian low-cost airline Blue Air Transport Aerian for two Next-Generation 737-800s and purchase rights for two more. The airplanes will join the airline's all-Boeing fleet to provide extra capacity in a fast-growing market. The order is valued at approximately $150 million at list prices.

"We have doubled our passenger traffic every year since starting our operations. Looking toward the future, the Next-Generation 737-800 is the most capable airplane on the market with a proven and impressive track record. It is the right airplane for our forecasted growth in this region," said Gheorghe Racaru, general manager of Blue Air. Blue Air will begin operating a Boeing 737-800, acquired through a lease agreement, later in 2008.

Blue Air started operations in December 2004 as the first Romanian low-cost carrier. It operates from Bucharest's Baneasa International airport offering service to European destinations. Blue Air operates an all-Boeing fleet of five 737 Classics.

"Commonality is key to success for low-cost airlines," said Marlin Dailey, vice president of Sales, Europe, Russia & Central Asia, Boeing Commercial Airplanes. "Blue Air can transition its operations smoothly from the Boeing 737 Classic to the Next-Generation family.

"Romanian industry's proven success and expertise with 737 operations and maintenance help make the 737 an ideal choice for Blue Air. Boeing and Romania's aviation community have enjoyed a positive relationship since the 1970s and today's order builds on that history."

The Next-Generation 737 family is the most technologically advanced airplane family in the single-aisle market. The Next-Generation 737's market success is confirmed by air finance investors, who consistently rank it as the most preferred airplane due to its wide market base, superior efficiency and lowest operating costs in its class.

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