Boeing, Norwegian Air Shuttle Sign Order for Six Next-Generation 737s

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SEATTLE, Oct. 22 /PRNewswire-FirstCall/ -- Boeing (NYSE: BA) and low-cost carrier Norwegian Air Shuttle today confirmed an order for an additional six Next-Generation 737-800s. With this order, Norwegian has a total of 48 Next-Generation 737 airplanes on order from Boeing as well as 22 airplanes from leasing companies.

The new 737s will feature advanced-technology Blended Winglets, an environmental innovation that reduces drag, resulting in less fuel consumption and a decrease in carbon emissions of 3.5 to 4 percent.

The Oslo-based carrier has been opening up new markets in Europe and beyond since it was founded Sept. 1, 2002. Norwegian has reported continuous growth in its passenger figures and improved margins throughout the 2008/2009 recession. Today, the company announced its highest quarterly operating profit to date. Norwegian CEO Bjorn Kjos has placed the 737-800 at the heart of Norwegian's fleet expansion.

"As we expand our markets and provide more low-cost options for our rapidly growing customer base, it makes strategic sense that the 737-800 forms the bedrock of our fleet," Kjos said. "We are also pleased because the airplanes have one of the best environmental profiles in the industry, significantly reducing emissions and noise. Norwegian has more than 200 routes to 90 destinations carrying more than 10,000,000 passengers over the last 12 months."

"Norwegian's repeat order is a strategic move that confirms the suitability of the 737-800 to the low-fare airline model, providing unmatched levels of efficiency and utilization," said Aldo Basile, vice president of Sales for Europe and Russia, Boeing Commercial Airplanes.

The comfort and reliability of the 737-800, one of the most popular airplanes available in the market, is second to none, Basile said.

Norwegian is one of the first airlines in Europe that will incorporate the spacious new 737 Boeing Sky Interior starting at the end of 2010. Inspired by years of design research on the 787 Dreamliner, airlines with this new interior will feature the soft, blue-sky-like lighting overhead, contemporary sculpted sidewalls and window reveals designed to draw passengers' eyes to the airplanes' windows, enhancing the passengers' overall flying experience.

Norwegian's aircrafts are equipped with state-of-the-art Recaro seats which offer increased legroom without compromising capacity. Norwegian has opted for a 186-seat configuration in its aircraft contrary to a full capacity 189-seat configuration.

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