# Boeing Highlights Commercial Products at African Aviation Leaders Conference

## • Boeing launches four-month tour of African continent to showcase product solutions

GABORONE, Botswana, Sept. 1, 2010 – Boeing [NYSE: BA] executives yesterday used the Aviation & Allied Business Leaders conference in Gaborone, Botswana, to kick off a four-month-long series of speaking engagements across the African continent. The tour of African aerospace conferences will highlight the benefits the company's market-leading family of airplanes brings to African carriers.

A mixed fleet consisting of Boeing's 777 and 787 Dreamliner can help African carriers expand their routes and optimize capacity and the Next-Generation 737 offers increased economic benefits as well. Boeing's family of airplanes can be the cornerstone for African airlines as they prepare for the challenges and opportunities of the growing African market

"It is clear that the African air transportation market is growing. This presents some obvious challenges as well as some great opportunities for African airlines," said Miguel Santos, Sales director for the South African region, Boeing Commercial Airplanes.

Santos told an audience of more than 200 at the Gabarone conference that Boeing twin-aisle airplanes can be valuable tools for their fleets. "With a singular fleet of 777s or 787s or a mixed fleet of both, African airlines can position themselves well for the future and open up new markets to meet passengers' desires to travel where they want to go, when they want to go there," he said. "The combination of revenue-creation potential, leading-edge technology and high investor appeal will give carriers in the growing African market a clear advantage as well as increased profitability."

Boeing's single-aisle airplane, the market-leading Next-Generation 737, also offers great value for the African market, Santos said.

"The 737 offers the lowest operating costs than any other single-aisle jetliner in its class," Santos said.

Strong demand exists to support increased non-stop routes between Africa and Europe, the United States, Middle East, India, and China. This increased growth presents challenges to airlines such as ensuring African airlines have the right airplanes to manage the growth safely and efficiently. Boeing's product solutions will help African airlines grow within the region and internationally while continuing their focus on safe, reliable and profitable operations.

Over the next several months, Boeing will spotlight its airplane capabilities and advantages as well as discuss the African aviation market for the next 20 years at several conferences, seminars and expos, including the upcoming African Aerospace & Defence expo in Cape Town, South Africa, in late September and the African Airlines Association General Assembly and conference in November.

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