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SHARM EL-SHEIKH, EGYPT, Nov. 8, 2010 – Boeing [NYSE: BA] and Cairo-based Midwest Airlines today announced an order for one Next-Generation 737-800. This order previously was attributed to an unidentified customer on Boeing's orders and deliveries website.

The order was announced at the AVEX International Airshow. Midwest Airlines, a charter operator, currently operates two leased 737-800s, with a third scheduled for delivery in early 2011.

“Our decision to further expand our fleet of 737s is based on the airplane’s proven efficiencies,” said Magdeldin Refaat, general manager, Midwest Airlines. “The 737-800 is ideally suited to our operational requirements allowing us to connect markets in Northern Europe to upper Egypt all year round without payload restrictions. Additionally, the 737 gives us a competitive edge in the charter market with the lowest seat-mile cost compared to similar airplanes.”

“There are very good reasons for the Next-Generation 737’s tremendous success,” said Marlin Dailey, vice president of Sales & Marketing, Boeing Commercial Airplanes. “The Next-Generation 737’s ability to deliver outstanding, dependable operational and financial performance across the widest range of missions continues to build our customers’ outstanding confidence in and demand for the 737.”

Boeing will deliver Midwest Airlines’ Next-Generation 737-800 with the all-new 737 Boeing Sky Interior. Midwest Airlines passengers will enjoy the modern, sculpted sidewalls and window reveals and larger stow bins that are standard with the new interior.

The Boeing Sky Interior is the latest in a series of improvements to the Next-Generation 737 family. The next to come is a package of performance improvements that will reduce fuel consumption and carbon emissions by 2 percent — making the airplane a full 7 percent more efficient than the first Next-Generation 737s delivered. Performance improvements to the airframe and engine are beginning certification test soon, and will be fully in service by early 2012.

The 737-800 shares the same performance attributes as other Next-Generation 737 family members (737-600, 737-700 and 737-900ER) such as industry-leading reliability, lower maintenance and operating costs, and state-of-the-art flight deck systems. Next-Generation 737s carry between 110 and 220 passengers with a range of 3,050 nmi (5,648 km) to 3,365 nmi (6,230 km).

Since the launch of the 737, airlines around the world have ordered over 3,500 of the airplanes.

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