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GOL becomes first South American carrier to fly with the new cutting-edge interior

SEATTLE, May 31, 2011 – Boeing [NYSE: BA] added another continent to locations with airlines operating the new Boeing Sky Interior with last week's delivery of a Next-Generation 737-800 to GOL Airlines – one of the world's leading low-cost airlines and launch customer in Latin America for Boeing's innovative interior.

“GOL was one of the first in the world to order the Boeing Sky Interior and now we are the first airline in South America to operate with this state-of-the art technology and unmatched passenger experience,” said Claudia Pagnano, vice president of Commercial and Marketing for GOL. “We are excited to be able to bring this unique experience to our valued customers and they will absolutely know they are flying GOL as soon as they step inside one of our cutting-edge, cost effective airplanes with this new interior.”

The Boeing Sky Interior introduces new cove lighting and curving architecture that create a distinctive entry way. Passengers will enjoy a more open cabin and a soft blue sky overhead simulated by light-emitting diode (LED) lighting. The new interior also brings new, modern, sculpted sidewalls and window reveals to draw passengers' eyes to the view outside the window.

“GOL has been a leader in incorporating the latest technological advances into their products since they launched the airline 10 years ago,” said Van Rex Gallard, vice president, Sales, Latin America, Caribbean, & Africa for Boeing Commercial Airplanes. “Their commitment to continuous improvement started with the introduction of the 737-800 SFP (for Short-Field Performance) and has been further validated time and again with the airline's investment in not only hardware and software that make their airplanes run more efficiently but also in technology like the Boeing Sky Interior that benefits their passenger's comfort as well.”

The Boeing Sky Interior also includes larger stowage bins allowing passengers the ability to store their luggage closer to their seats. The stowage bins use a pivot technology to move the bins up and away from the center overhead of the airplane giving passengers more room in the cabin and allowing them to step out of the aisle during the boarding process. This is the first time pivot bins have been installed on a single-aisle airplane.

“GOL's success was built by our philosophy of innovation, efficiency, and convenience for our customers,” said Pagnano. “With this new interior, we are taking that philosophy inside the airplane with things that are tangible for our passengers - adding not only a more passenger pleasing experience, but allowing a more efficient boarding process.”

The 737 Boeing Sky Interior is the latest in a series of enhancements designed to improve the Next-Generation 737 for both airlines and passengers. The next to come will be 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. The performance improvements to the airframe and engine are in certification test, and will be phased into production between mid-2011 and early 2012.

In just ten years GOL has established itself as one of the fastest growing low-cost, low-fare airlines in the world. The company currently offers the most extensive and convenient routes in South America with approximately 900 daily flights to 63 destinations in ten countries. Combined with over 30 operational partnerships with foreign companies, GOL's route network is among the best serving customers traveling to, from and within Brazil.

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