Boeing Business Jets Marks Anniversary With Delivery to Deer Jet Airlines

SEATTLE, July 15, 2011 /PRNewswire/ -- Boeing (NYSE: BA) today marked the 15thanniversary of Boeing Business Jets (BBJ) with the delivery of a BBJ to Deer Jet Airlines of Beijing. This is the third of four BBJs for the airline.

While representatives from Deer Jet were in Seattle to take delivery of their new BBJ, they joined dozens of current and former BBJ employees to celebrate the program's 15-year anniversary. Zhang Zhi, president of Deer Jet Airlines, said the proven success of the BBJ is why his company is adding another one.

"We've been so pleased with the comfort and performance of our first BBJ, we're thrilled to take delivery of our newest airplane," said Zhi.

"Fifteen years after entering the business jet market as a bit of a niche player, Boeing Business Jets has grown to be an industry leader," said Steve Taylor, BBJ president. "We offer more space, more comfort and more utility than any of the traditional business jet manufacturers and back it up with some of the industry's best reliability and product support."

Boeing and General Electric launched the joint venture in July 1996 with the BBJ, a 737-700 modified for corporate and VIP applications. As the demand for even larger business jets grew, so did BBJ.

"We're building on our terrific brand with our newest twin-aisle products, the 787 VIP and 747-8 Intercontinental VIP," said Taylor.

BBJ and VIP sales have far exceeded expectations. In total, the program has booked orders for 205 airplanes and delivered 168, including this one to Deer Jet.

Boeing Business Jets Orders and Deliveries since July 1996

BBJ / VIP Model	Orders	Deliveries
737	9	9
BBJ (BBJ2, BBJ3, BBJ C)	154	138
757	5	5
767	8	8
777	5	5
787	12	0
747-400	3	3
747-8 Intercontinental	9	0
Total	205	168

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