Boeing Introduces 737 MAX With Launch of New Aircraft Family

-Will deliver best fuel efficiency and lowest operating costs in single-aisle market

SEATTLE, Aug. 30, 2011 /PRNewswire/ -- Boeing (NYSE: BA) has unveiled the 737 MAX, the name of the new engine variant of the market-leading 737 launched today.

The new family of aircraft – 737 MAX 7, 737 MAX 8 and 737 MAX 9 – builds on the strengths of the Next-Generation 737.

"The 737 MAX offers airlines the right solution and the best choice for creating the most successful future with improved profitability," said Nicole Piasecki, vice president of Business Development and Strategic Integration, Boeing Commercial Airplanes. "The 737 MAX will deliver maximum efficiency, maximum reliability and the Boeing Sky Interior will continue to offer maximum passenger comfort. We call it the 737 MAX because it optimizes everything we and our customers have learned about designing, building, maintaining and operating the world's best single-aisle airplane."

The 737 MAX will deliver big fuel savings that airlines will need to successfully compete in the future. Airlines will benefit from a 7 percent advantage in operating costs over future competing airplanes as a result of optimized CFM International LEAP-1B engines, more efficient structural design and lower maintenance requirements.

Airlines will continue to benefit from maximum reliability. The 737 MAX will build upon the Next-Generation 737's highest reliability performance of any airplane in the world – 99.7 percent on-time departure rate.

The 737 MAX will deliver passenger appeal through the new 737 Boeing Sky Interior. The powerful appeal of the new interior comes from the most spacious cabin headroom, overhead bins that disappear into the ceiling yet carry more bags and LED lighting that brings any color into the cabin.

The Boeing 737 is the world's most popular and reliable commercial jet transport, with more than 9,000 orders to date. Boeing forecasts global demand for more than 23,000 airplanes in the 737's market segment over the next 20 years at a value of nearly $2 trillion.

More information about 737 MAX is available at www.newairplane.com and in this video: http://www.youtube.com/watch?v=i_kKD6g53AA.

Contact:

Karen Crabtree
Product Strategy Communications
Boeing Commercial Airplanes
+1-206-766-2930
karen.r.crabtree@boeing.com

Marc Birtel
Media Relations
Boeing Commercial Airplanes
+1-425-266-5822
marc.r.birtel@boeing.com

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