Boeing Unveils Newest Business Jet for Chinese Charter Market

LAS VEGAS, Oct. 10, 2011 /PRNewswire/ -- Boeing (NYSE: BA) Business Jets unveiled the latest BBJ to enter the Chinese charter market at the National Business Aviation Association (NBAA) conference in Las Vegas this week.

The new BBJ, owned and operated by Deer Jet of Beijing, is the second of four BBJs for the airline making it the largest BBJ charter operator in China.

"It's no surprise BBJ is dominating the airplane charter business in Asia," said Steve Taylor, BBJ president.

"BBJ can carry more people than traditional business jets, as well as having cabins that are around twice as wide with unequalled comfort, space and freedom of movement, which makes them ideal for carrying business teams," said Taylor.

BBJ customers work with designers and interior completion centers to develop personalized interiors. The interior of Deer Jet's new BBJ was completed by Associated Air Center of Dallas, Texas and features 28 seats, a bedroom suite and full sized bathroom with a shower.

Korean Airlines, Beijing Airlines and Metrojet also charter BBJs in Asia.

Sales of BBJs to private individuals in Asia are extremely strong as well. One reason is that the BBJ can fly further than its competitor's airplanes. Range is very important to buyers in the region, due to the great distances from Asia to Europe and North America.

Contact:
Dina Weiss
Boeing Business Jets Communications
+1 206-853-9620
dina.m.weiss@boeing.com

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