Boeing Delivers 200th Boeing Sky Interior

Norwegian Air Shuttle to operate Next-Generation 737-800

SEATTLE, Dec. 20, 2011 /PRNewswire/ -- Boeing's (NYSE: BA) popular passenger-inspired 737 Boeing Sky Interior marked its 200th milestone with yesterday's delivery to Scandinavian customer, Norwegian Air Shuttle ASA.

"The superior passenger experience of this exciting new interior has been well received by our customers and the traveling public," said Beverly Wyse, 737 vice president and general manager. "Airlines, like Norwegian Air Shuttle, tell us that they draw value from the many practical improvements we have made in the new design."

Since the first 737 Boeing Sky Interior was delivered in October 2010, 65 airlines and leasing companies have ordered the new interior. Norwegian Air Shuttle was one of the launch customers and the first airline in Europe to introduce the innovative Boeing Sky Interior to its passengers. Yesterday's delivery is the airline's 18th Next-Generation 737-800 with the new interior, making it the largest operating fleet.

"We couldn't be more pleased about being part of this important milestone for the 737," said Bjorn Kjos, chief executive officer of Norwegian Air Shuttle ASA. "With its continuous innovations and best product offerings, the Next-Generation 737 not only benefits Norwegian with its unmatched operating costs, but it also offers more comfort to our customers with the unmatched Boeing Sky Interior and benefits the community at large because of its environmental performance."

Norwegian Air Shuttle, based in Oslo, is the third largest low-fare airline in Europe and the second largest airline in Scandinavia. Norwegian operates 48 Next-Generation 737-800s in its fleet.

Drawing from years of research, the 737 Boeing Sky Interior features new modern sculpted sidewalls and window reveals that draw passengers' eyes to the airplane's windows. LED (light emitting diode) lighting allows the airline to put any color into the cabin.

The new design offers larger pivoting overhead stowage bins that add to the openness of the cabin. The bins give more passengers room to store a carry-on roll-aboard near their own seat, adding both extra convenience and extra legroom.

Other features that passengers appreciate are an intuitive placement of switches and call buttons. Boeing redesigned reading-light switches so passengers can find them more easily and avoid accidentally pressing the flight-attendant call button.

Approximately 85 percent of Boeing's backlog of more than 2,300 Next-Generation 737s will be delivered with the Boeing Sky Interior. Customers of the 737 MAX also will benefit from the Boeing Sky Interior.

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