

Boeing Edge Sets New Standard for Aviation Services and Support

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Industry's largest services and support portfolio gives customers unmatched advantage

SINGAPORE, Feb. 15, 2012 /PRNewswire/ -- Boeing (NYSE: BA) today launched the Boeing Edge, a new initiative focused on the unmatched advantage Boeing customers gain through the company's commercial aviation services and support.

(Photo: <http://photos.prnewswire.com/prnh/20120215/SF52865>)

"No other company in the world has the breadth and depth of Boeing in terms of knowledge, innovation, commitment and services integration along with the passion of our global team," said Lou Mancini, senior vice president, Boeing Commercial Aviation Services, at the Singapore Air Show. "When customers come to Boeing, they're not just getting world-class support for their businesses, they're gaining a vital advantage over their competition. This advantage now has a name – the Boeing Edge."

Boeing Commercial Aviation Services is organized around four core capabilities – Material Services, Fleet Services, Flight Services and Information Services – an alignment matching the way Boeing's customers run their businesses. Through these capabilities, Boeing offers customers a powerful combination of expertise, innovation and support throughout the lifecycle of their airplanes to get the maximum value out of their fleets and operations. By combining products and services across capabilities, Boeing delivers integrated services programs that meet the current and future needs of customers – giving them an edge in the marketplace.

The Boeing Edge is a service mark – an extension of the Boeing brand – designed to better position the diversity and value of the company's commercial services and support portfolio, the largest in the industry. "The Boeing brand is associated around the world with leadership in aerospace," said Rob Pollack, vice president of Brand and Market Positioning, Boeing Commercial Airplanes. "The Boeing Edge gives us a platform to communicate the unmatched support and services portfolio Boeing delivers to its customers every day."

Over the next 20 years, Boeing estimates the global market for commercial aviation services will reach \$2.3 trillion. The Boeing Edge is sharpening the company's focus to give aviation services customers every advantage they need to succeed in an increasingly competitive operating environment.

A division of Boeing Commercial Airplanes, Commercial Aviation Services (CAS), with its 13,000 employees, helps customers maximize the lifetime value of their fleets and operations, providing customers a competitive edge in the marketplace. Boeing offers comprehensive global support, e-enabled systems and consulting for greater maintenance and operational efficiency, freighter conversions, parts and inventory management, airplane modifications, pilot, crew and maintenance training, navigation products and services, and air traffic management solutions. Subsidiaries include Aviall, AeroInfo, Continental DataGraphics, Inventory Locator Service and Jeppesen, as well as joint ventures Aviation Partners Boeing and Boeing Shanghai Aviation Services. For more information, please visit www.boeing.com/boeingedge.

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