Boeing 737 MAX to Fly Farther, Deliver More Revenue Potential

FARNBOROUGH, United Kingdom, July 10, 2012 /PRNewswire/ -- Boeing [NYSE: BA] announced more progress on the company's newest development program, the 737 MAX, at the 2012 Farnborough International Airshow today.

"We continue to make steady progress toward our development goals," said Beverly Wyse, vice president and general manager, 737 program. "We are able to firm up our maximum takeoff weight projections, which allow us to confirm that the 737 MAX will fly farther and offer more revenue potential than its predecessor and its future competitor."

The 737 MAX will extend the Next-Generation 737 range advantage. The 737 MAX models will have the capability to fly more than 3,500 nautical miles (6,482 km), an increase of 400 – 540 nmi (741-1,000 km) over the Next-Generation 737.

"This will allow our customers the flexibility to open up new markets," said Joe Ozimek, vice president of 737 MAX Product Marketing. "737 customers today enjoy a range advantage over the competition and now they'll have even more benefit with the 737 MAX."

More structurally efficient than the main competition, the 737 MAX also will give customers more revenue potential.

"A lower operating empty weight but higher maximum takeoff weight allows customers to increase payload or range of the airplane beyond what the main competition can offer," Ozimek said.

A lighter operating weight than the competition also translates into maintenance benefits.

These efficiencies translate into an eight percent per-seat operating cost advantage for the 737 MAX 8 over the A320 neo.

"The 737 MAX is a very competitive airplane with strong customer interest," said Ozimek. "We are confident that 2012 will continue to be the year of the MAX with a total of 1,000 firm orders by the end of 2012."

The 737 MAX is on track to enter service in 2017.

Comparative* maximum take off weights and range limits for the Next-Generation 737 and 737 MAX:

	MTOW (lb)	Range (nmi)	Two-class seating
737-700	154,400	3,400	126
737 MAX 7	159,400	3,800	126
737-800	174,200	3,080	162
737 MAX 8	181,200	3,620	162
737-900ER	187,700	3,055	180
737 MAX 9	194,700	3,595	180

*Next-Generation 737 values are calculated with Blended Winglets. Typical mission rules, two-class seating applies.

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