

Boeing, Alaska Airlines Announce Order for 737 MAXs and Next-Generation 737s

- Largest order in the airline's history provides Alaska the most fuel-efficient single-aisle airplanes available

SEATTLE, Oct. 11, 2012 [PRNewswire](#)/ -- Boeing [NYSE: BA] and Alaska Airlines announced today a firm order for 20 737 MAX 8s, 17 737 MAX 9s and 13 Next-Generation 737-900ERs. The order, valued at more than \$5 billion at current list prices, is the largest in Alaska Airlines' history.

"This order positions us for growth and ensures that we'll continue to operate the quietest and most fuel-efficient aircraft available for the foreseeable future. That means our customers will continue to enjoy a comfortable in-flight experience, low fares and excellent on-time performance," Alaska Airlines President and CEO Brad Tilden said. "We value our longstanding relationship with Boeing and look forward to painting 'Proudly All Boeing' on the nose of our aircraft for many, many years into the future."

The 737 MAX is a new-engine variant of the world's best-selling airplane and builds on the strengths of today's Next-Generation 737. The 737 MAX incorporates the latest-technology CFM International LEAP-1B engines to deliver the highest efficiency, reliability and passenger comfort in the single-aisle market. Airlines operating the 737 MAX will see a 13 percent fuel-use improvement over today's most fuel-efficient single-aisle airplanes and an 8 percent operating cost per seat advantage over tomorrow's competition.

"The 737 MAX will be a great addition to Alaska Airlines' all-Boeing 737 fleet," said Boeing Commercial Airplanes President and CEO Ray Conner. "It will build on the strong record of operational and financial performance that Alaska Airlines has established with the 737 family. This order demonstrates our hometown airline's strong commitment to operate the most fuel-efficient single-aisle airplanes in the market today and in the future."

Alaska Airlines currently operates 120 Boeing 737s. The new order, plus 25 existing firm delivery positions, gives the carrier the flexibility to manage the size of its fleet to meet air travel demand over the next decade.

The Alaska Airlines order continues the momentum of the 737 MAX in the marketplace. The order brings the total number of 737 MAX orders to date to 858 airplanes.

Alaska Airlines

Alaska Airlines, a subsidiary of Alaska Air Group (NYSE: ALK), together with its partner regional airlines, serves 95 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines has ranked "Highest in Customer Satisfaction Among Traditional Network Carriers" in the J.D. Power and Associates North America Airline Satisfaction Study(SM) for five consecutive years from 2008 to 2012. For reservations, visit [www.alaskaair.com](#). For more news and information, visit the Alaska Airlines Newsroom at [www.alaskaair.com/newsroom](#).

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