Boeing, Icelandair Announce Commitment for 12 737 MAXs

-Icelandic carrier to purchase both 737 MAX 8s and 9s

REYKJAVIK, Iceland, Dec. 6, 2012 /PRNewswire/ -- Boeing [NYSE: BA] and Icelandair announced a commitment today for 12 737 MAXs, valued at more than $1.2 billion at list prices. The commitment by the Icelandic carrier includes 737 MAX 8s and 9s. Boeing looks forward to working with Icelandair to finalize the details, at which time the order will be posted as a firm order to the Boeing Orders & Deliveries website.

"This commitment is the result of our research into what aircraft manufacturers have on offer to help us strengthen and grow our fleet and our network towards the future," said Bjorgolfur Johannsson, Icelandair Group president and CEO. "We have had a successful relationship with Boeing for decades and we are pleased to continue our cooperation for years to come."

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.

"Over the past decades, Icelandair has successfully utilized its all-Boeing 757 fleet to establish its Reykjavik-based hub as an important gateway between Europe and North America," said Todd Nelp, vice president of European Sales, Boeing Commercial Airplanes. "The introduction of the 737 MAX to Icelandair's operation will complement its existing 757 fleet and ensure the carrier's continued expansion across both continents, offering significant fuel saving with unrivaled passenger comfort."

The 737 MAX also features the new Boeing Sky Interior. The sleek interior boasts modern lines, a spacious cabin with more headroom and LED lighting that offers vibrant color options.

Icelandair Group currently operates an all-Boeing fleet of 23 757 airplanes for both its passenger and cargo operations. The Icelandic carrier has used the geographical location of its Reykjavik-based hub mid-way between North America and Europe, as an opportunity to build an ever-growing network of more than 25 international destinations.

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