Boeing, flydubai Finalize Order for 75 737 MAXs

- Order includes additional 11 Next-Generation 737s

- Airline continues rapid expansion with all-Boeing fleet

DUBAI, United Arab Emirates, Jan. 6, 2014 /PRNewswire/ -- Boeing [NYSE: BA] and flydubai today announced an order for 75 737 MAX 8s and 11 Next-Generation 737-800s, valued at $8.8 billion at list prices. In addition, the airline retains purchase rights for 25 more 737 MAXs.

The order was first announced as a commitment at the 2013 Dubai Airshow, making it Boeing's largest single-aisle airplane order in the Middle East.

Commenting on the order, flydubai Chief Executive OfficerGhaith Al Ghaith said: "2013 has been a tremendous year for flydubai. We have launched 16 new routes, delivered profitability in just three years of operation and launched our Business Class service. The confirmed order for 75 737 MAXs and 11 Next-Generation 737-800s signifies the maturing of the airline and the strength of our business model as well as support flydubai's ambitious growth."

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 14 percent fuel-use improvement over today's most fuel-efficient single-aisle airplanes.

"The order is a tremendous endorsement of the ongoing popularity and reliability of the Next-Generation 737-800 and the unsurpassed fuel efficiency that the 737 MAX will offer in the single aisle market," said Marty Bentrott, vice president, Sales, Middle East, Russia and Central Asia, Boeing Commercial Airplanes. "We are very proud to be partners in flydubai's success and that the airline will continue its expansion with an all-Boeing fleet."

Development of the 737 MAX is on schedule with firm configuration of the airplane achieved inJuly 2013. First flight is scheduled in 2016 with deliveries to customers beginning in 2017. Already a market success, the 737 MAX has accumulated more than 1,700 orders to date and will have 8 percent per-seat lower operating costs than the future competition.

flydubai placed its first order for 50 Next-Generation 737-800s at the 2008 Farnborough Air Show and took delivery of its first airplane in 2009. The airline was the first in the world to debut the Boeing Sky Interior, an enhanced onboard experience. To date, flydubai has grown its fleet to 34 Next-Generation 737-800s.

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