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From seats to galleys, the customer experience for furnishing the 737 just got easier

RENTON, Wash., April 7, 2014 /PRNewswire/ -- Boeing (NYSE:BA) has debuted its new 737 Configuration Studio, a new facility where airline customers can choose their jetliner interiors. The 20,000 square-foot (1,900 square-meter) studio is located in Renton, Wash. near the factory where 42 737s are produced per month.

Similar to the 787 Dreamliner Gallery, the 737 Configuration Studio provides a private and welcoming showroom environment to assist Next-Generation 737 and 737 MAX customers with the design and configuration of new airplane interiors.

"Our customers make a large investment when they choose their interiors," said Beverly Wyse, vice president and general manager, 737 program, Boeing Commercial Airplanes. "This new studio offers one-stop shopping, eliminating the need for them to fly around the world to meet with different suppliers."

More than two dozen major interior configuration introductions are expected over the next two years. To help 737 customers select among them, the studio presents views of suppliers' products side by side in one location. Customers can see, touch and experience choices in galleys, seats and in-flight entertainment. They also can select interior colors and decors that highlight and support their brand.


Additionally, customers can use the 737 Boeing Sky Interior light lab to study how fabrics, carpets, drapes and uniforms appear under various light settings. The facility also houses the "new features room," which provides customers with a glimpse of future technologies.

The 737 is the world's best-selling commercial airliner, with production rate increases being put in place to meet demand. The new 737 MAX has more than 1,900 orders to date. First flight of the airplane is scheduled in 2016 with deliveries beginning in third quarter of 2017.

Contact:

Dina Weiss
737 Communications
425-237-2330
dina.m.weiss@boeing.com

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