Boeing, Alaska Airlines Announce Order for 10 Next-Generation 737-900ERs

Purchase reflects major investment in Alaska Airlines' hometown of Seattle

SEATTLE, Oct. 6, 2014 /PRNewswire/ -- Boeing [NYSE:BA] and Alaska Airlines today announced an order for 10 Next-Generation 737-900ER (Extended Range) airplanes, building on Alaska's all-Boeing fleet. As Seattle's hometown airline, Alaska continues to invest in the region it calls home.

Today's purchase, which brings Alaska's total Boeing jets on order to 74, means the airline's customers will enjoy expanded service from its Seattle hub and a commitment to a locally manufactured fleet of the most fuel efficient airplanes in the market.

"We love having Seattle as our home and buying locally built airplanes is a point of pride for us," said Alaska Airlines' president and CEO Brad Tilden. "These new planes will allow us to serve our customers even better with improved in-cabin experience, including our new leather Recaro seats with added leg room, power outlets at every seat and larger overhead bins."

With a list price of $990 million, this order represents a significant investment in the long term success of Alaska Airlines.

"Alaska Airlines is a valuable partner with its all-Boeing fleet," said Boeing Commercial Airplanes President and CEO Ray Conner. "We share many of the same values, including a strong commitment to our community and a focus on innovation. It is always special for Boeing employees to see 'Proudly All-Boeing' written on the nose of an Alaska 737."

These new airplanes will not only allow network growth, but also enable further cost reductions by replacing Alaska's 737-400s with new 737-900ERs, capable of carrying 25 percent more passengers while using the same amount of fuel. Take a video tour inside Alaska's newest 737-900ER that just rolled out of the factory at: http://bit.ly/YY88nQ.

Boeing supports Alaska Airlines operations with essential support and services from its Boeing Edge portfolio that include: Wind Updates and Jeppesen eCharts for more efficient navigation, Jeppesen Crew Tracking to quickly staff airplanes when flight schedules change, and Boeing's Landing Gear Exchange Programs, Maintenance Performance Toolbox and Mobile Maintenance Applications for iPad to speed the detection and resolution of maintenance issues.

Media resources
A high-definition multimedia suite of still, video, audio, transcripts and images detailing what goes into an aircraft purchasing decision, how it impacts jobs and the economy and what it means for the future of Alaska Airlines can be found online at: http://bit.ly/1rJ9RHZ.

About Alaska Airlines
Alaska Airlines, a subsidiary of Alaska Air Group (NYSE: ALK), together with its partner regional airlines, serves more than 100 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines ranked "Highest in Customer Satisfaction Among Traditional Network Carriers" with J.D. Power and Associates for seven consecutive years from 2008 to 2014. Alaska Airlines' Mileage Plan also ranked highest in the 2014 Airline Loyalty/Rewards Program Satisfaction Report. 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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