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Fuel efficient 737 MAX to help TUI Group reach sustainability goals

SEATTLE, Jan. 30, 2018 /[PRNewswire](#)/ -- Boeing (NYSE: BA) and TUI Group, the world's largest tourism business, today celebrated the delivery of the operator's first 737 MAX 8. The cleaner, quieter and more efficient airplane will play a key role in TUI Group's ambition to operate Europe's most carbon efficient airlines.

The 737 MAX delivers the highest efficiency, reliability and passenger comfort in the single-aisle market by incorporating the latest technology CFM International LEAP-1B engines, Advanced Technology winglets, the Boeing Sky Interior, large flight deck displays, and other improvements. The efficiency gains have helped make the MAX the fastest selling airplane in Boeing history with more than 4,300 orders to date from 92 customers worldwide.

"The 737 MAX is a great fit for TUI Group, with 14 percent lower carbon emissions and a 40 percent smaller noise footprint supporting its airlines commitment to sustainability," said Monty Oliver, vice president of European Sales, Boeing Commercial Airplanes. "We are honored by TUI Group's continued confidence in our products and look forward to the many MAX deliveries that lie ahead."

TUI Group has 51 additional orders of the 737 MAX 8 and four 787 Dreamliners. The Group also has 18 unfilled orders for the 737 MAX 10 and was the first European operator to select the latest and largest member of the 737 MAX family of airplanes.

About TUI Group

TUI Group, domiciled in Hanover and Berlin, is the largest integrated tourism group worldwide. The Group operates six airlines across Europe and operates approximately 150 medium and long-haul aircraft, including more than 100 Next-Generation 737s, 15 787s and now the 737 MAX. TUI serves more than 20 million customers in 180 destinations around the world, employing more than 67,000 people.

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