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FARTHER IS OUR DESTINATION EVERYDAY.



At Boeing, our passion is to build the finest commercial airplanes in the world. Whether the standard is safety, comfort or affordability, every Boeing plane is built to be the best of its class. It's a commitment to our customers and their passengers that knows no end.



*To maintain the company's leadership position in the commercial airplane market, Boeing employees work every day to improve, perfect and advance its products and services. This relentless passion and commitment to our global customer base is captured in this ad, one in a series of leadership stories told in Boeing Commercial Airplanes' 2002 advertising program.*