

The *Lion* king

A strong relationship with Boeing has helped make

Lion Air a transport of choice in Indonesia *By Marcy Woodhull*

Navigating Indonesia can be a challenge unlike any other. But thanks to Lion Air, Indonesians have affordable and accessible transportation throughout the nation's 30 provinces and more than 17,500 islands, with routes to over 36 destinations across Indonesia and the Asia Pacific region.

Celebrating its 10th anniversary this month, Jakarta-based Lion Air operates an all-Boeing fleet and was the launch customer for the Next-Generation Boeing 737-900ER, or Extended Range, a higher-capacity variant that can carry up to 215 passengers. Lion Air has had the distinction of being the market leader in Indonesia each year since 2006.

"Lion Air is critically important to Indonesia as the largest private carrier in Indonesia," said Marlin Dailey, vice president of Sales, Boeing Commercial Airplanes. "Its presence gives the residents of Indonesia a safe and efficient way to travel." Indonesia is the world's fourth most-populous country, with about 230 million people.

Led by President Director Rusdi Kirana, Lion Air aims to carry 20 million passengers this year to destinations within Indonesia as well as to Malaysia, Singapore, Vietnam and Saudi Arabia. The carrier is based at Soekarno-Hatta International Airport in Jakarta.

"Our airline is strong and profitable in large part because of our relationship with Boeing," Kirana said. "The safety and comfort

of our passengers is paramount for us, and the Boeing airplanes we use provide extraordinary measures of both."

Lion Air operates a fleet of 47 Boeing airplanes. It took delivery of the first 737-900ER in April 2007 and expects to have its 100th in November 2013. Lion Air also operates two 747-400s, which are mainly used to carry Muslim pilgrims to Mecca.

It is the first airline in the region to utilize Boeing's Required Navigational Performance system, which uses global positioning satellites and onboard flight-management systems to guide airplanes along flight paths with pinpoint accuracy. The system's flight procedures provide operators an effective tool for safe and efficient operation in challenging terrain or weather conditions.

Underscoring the special relationship between Lion Air and Boeing, the airline is also one of the launch customers for the new 737 Boeing Sky Interior. Drawing on years of research that went into the interior design of the 787 Dreamliner, the new 737 interior features a number of cabin enhancements, such as sculpted sidewalls and larger, pivoting overhead stowage bins.

"Rusdi Kirana and Boeing have a great partnership," said Dailey, "and continue to work side by side to move the airline forward." ■

marcy.woodhull@boeing.com



PHOTO: Rusdi Kirana, Lion Air's president director, in front of the airline's Boeing 737-900ER (Extended Range) at Soekarno-Hatta International Airport in Jakarta, Indonesia. **BUDHY ASHARY**