

New horizons

Boeing and Lufthansa look to the future as they celebrate 50 years of working together **By Lauren L. Penning**



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— Jim Albaugh, president and CEO of Boeing Commercial Airplanes

Imagine traveling in a world where airplanes are lighter, stronger and smarter, where most of their fuel is made from renewable sources, and where parts of an airplane morph into optimal shape in flight. It may seem far-fetched. But key partnerships in aviation could help make it reality.

“Imagining a better world is central to our continued innovation,” said Jim Albaugh, president and CEO of Boeing Commercial Airplanes, at a celebration in Hamburg, Germany, last month of Lufthansa’s 50 years in the jet age in partnership with Boeing.

The two companies have a long history of innovating together.

“Boeing’s and Lufthansa’s success story has always been linked to our history of technology together,” said

Wolfgang Mayrhuber, chairman of the Executive Board and CEO of Lufthansa, which took delivery of its first Boeing jet, the 707, in 1960.

Since then the airline was the launch customer for the 737 and has had a significant role in the design of the 747-400 and 747-8 Intercontinental. Lufthansa has operated the Boeing 247, 707, 727, 737, 747 and DC-10 models. Aerologic, Lufthansa’s joint venture cargo airline, extends the airline’s influence to the 777 line as well. Aerologic is the largest operator of the 777 Freighter, with four in operation and four more on the way.

To date, Boeing has delivered 318 airplanes to Lufthansa and Lufthansa Cargo.

“Every airplane we’ve ever built has Lufthansa in it,” Albaugh said.

Celebrating this history with Lufthansa and Boeing were engine manufacturers General Electric, Rolls-Royce and Pratt & Whitney. At a Sustainability Summit attended by nearly 200 media representatives and other stakeholders just prior to the anniversary gala, Paul Steele, director, Aviation Environment for the International Air Transport Association, asked a cross-industry panel to focus on achievements they believe the aviation industry will celebrate 50 years from now.

All agreed that collaborating on modernization of air traffic management, new aircraft designs and new fuel technology is key to the aviation industry of the future. Lufthansa noted its recent membership in the Sustainable Aviation Fuel Users Group—a group Boeing

helped found that is focused on developing a sustainable aviation fuel supply. Formation of this group, along with other steps taken by industry-leading companies—including Boeing’s role in six biofuel flight tests—is advancing the future of aviation, panelists said.

Lufthansa will be the first airline to operate Boeing’s newest passenger version of the jumbo jet, the fuel-efficient 747-8 Intercontinental. A partner on the 747 since the airframe was first designed more than 40 years ago, Lufthansa again collaborated with Boeing on requirements for the “dash 8.” Experts from Lufthansa, Boeing and other future operators met in working groups throughout the 747-8’s development to focus on improvements to the airplane that will increase its

efficiency and reduce operating costs. One example: the cost savings and improved aircraft availability from longer intervals between major 747-8 maintenance visits. Additionally, new technology used in the wing and engines will reduce fuel consumption and cut carbon dioxide emissions by 16 percent, according to Boeing and Lufthansa, while producing a 30 percent smaller noise footprint.

The 747-8 Intercontinental is the latest example of successful innovation between Boeing and Lufthansa, a partnership that began 50 years ago. It is not likely to be the last. ■

lauren.l.penning@boeing.com

PHOTOS: (From left) Lufthansa’s first Boeing 707 rolls out of the Renton, Wash., plant in 1960. **BOEING ARCHIVES** Top executives of the two companies took turns flying a 747-8 Intercontinental simulator at last month’s celebration in Hamburg of the 50-year partnership between Boeing and Lufthansa. **JOERG MUELLER** A Lufthansa 737 served as a backdrop for the event. **JOERG MUELLER**

GRAPHIC: Lufthansa is the launch customer for the new 747-8 Intercontinental (above), with 20 on firm order and purchase rights for an additional 20. **JOERG MUELLER**

Partners in flight

The chairman and CEO of Lufthansa talks about his airline's long and close partnership with Boeing

Dear colleagues, friends and employees of Boeing,

It is with great pride that Lufthansa celebrates 50 years of true partnership with Boeing. It began with great excitement and curiosity on March 2, 1960, when our first 707 in the blue and yellow colors of Lufthansa landed in Hamburg, Germany—and launched Lufthansa into the jet age.

Ever since, our industry has developed and thereby changed the world. Together, we and Boeing played a role in the process and influenced history. The driving force behind all the improvements was technology—a field that Boeing focused on. Our engineers at Lufthansa are proud to have always been welcomed to work side by side with the Boeing engineers, inserting operational experience.

By raising the customer's voice, they were able to play an active role in Boeing's endeavour to shape our industry, and as a result, Lufthansa has been an aircraft launch customer many times. Since the arrival of the 707 we have always operated Boeing airplanes on both continental as well as intercontinental flights.

With the Boeing 747-8 we will continue that tradition. We are excited to welcome this new generation of Boeing aircraft into our fleet soon.

The world has changed, the products have changed and the industry has changed. But our partnership with Boeing has remained strong and stable through-



out the decades. We have formed close ties and have become business partners and friends. Our highest respect and thanks go to all of you for your excellent work. Boeing and Lufthansa are strong brands; both have a great history and a great future. We at Lufthansa and all member airlines are looking forward to working with you for at least another 50 years to come.

Happy 50th anniversary and thanks from your friends at Lufthansa—keep innovating, keep up the competitive spirit and be Boeing.

*Wolfgang Mayrhuber
Chairman of the Executive Board
and CEO of Deutsche Lufthansa AG*

PHOTO: During a celebration last month in Hamburg, Germany, of the 50-year partnership between Boeing and Lufthansa, Jim McNerney (left), Boeing chairman, president and CEO, Wolfgang Mayrhuber (center), chairman of the Executive Board and CEO of Deutsche Lufthansa AG, and Jim Albaugh, president and CEO of Boeing Commercial Airplanes, discuss the 747-8 Intercontinental. Lufthansa is the launch customer for the bigger and more efficient jumbo jet. JOERG MUELLER