

Global excellence

Korean Air is a global airline leader—in both passenger service and freight

By Kevin Yoo

What air carrier has the distinction of being the first to order both the 747-8 Intercontinental and the 747-8 Freighter and will be the first to operate both the 777 Freighter and the 747-8 Freighter?

If you answered Korean Air, give yourself a pat on the back.

Korean Air is one of the world's leading carriers. Based in Seoul, Korea, the airline serves 114 cities in 39 countries and operates a fleet of 113 passenger airplanes, of which 81 are Boeing. Korean Air is also one of the founding partner airlines of the SkyTeam Alliance, the world's second-biggest airline alliance.

Korean Air is well-known as a leading global passenger airline, living up to its vision of "Excellence in Flight." It may not be so well known, however, as one of the freight industry's pre-eminent air cargo operations.

From 2004 to 2009, Korean Air Cargo was the world's largest air cargo operator, and this year it celebrates its 40th anniversary. Today, Korean Air Cargo operates an all-Boeing fleet of 24 747-400 freighters and is the largest cargo carrier between North America and Asia.

Korea's flag carrier has five 747-8 Inter-

continental passenger planes and seven freighters on order.

"Over the years, Boeing aircraft have played an instrumental role in helping us maintain our top-rated air cargo business," said Yang Ho Cho, chairman and CEO of Korean Air. "We look forward to continuing a long and rewarding partnership with Boeing."

This partnership already spans four decades, and it covers more than just commercial jetliners.

"Korean Air has steadily built its reputation as an early adopter of new technology and innovation, and Boeing airplanes have played an instrumental role in that strategy," said Marlin Dailey, vice president of Sales & Marketing for Commercial Airplanes. "We enjoy a unique relationship with Korean Air—both a customer and a supplier for Boeing—so our partnership is multifaceted and brings us closer on many levels."

Through its Aerospace Division, Korean Air supplies composite structures and components for Boeing's next generation of airplanes including the 787 Dreamliner and 747-8 programs, Dailey noted.

Korean Air was among the first airlines to order the 787 Dreamliner, as well as



both variants of the 747-8. Through its aggressive acquisition of next-generation passenger airplanes, the airline aims to improve on its premium image and service.

This past spring Korean Air took delivery of its first Next-Generation 737-900ER (Extended Range). The 159-seat jet features the new Boeing Sky Interior and is also equipped with personal audio- and video-on-demand systems—a feature that can now be found standard on almost all of Korean Air's commercial airplanes.

And Korean Air has plenty to look forward to. Last month, South Korea won the bid to host the 2018 Winter Olympics. With delivery of Korean Air's first 787 expected ahead of those games, the Dreamliner will be ready to help carry future Olympians to realize their dreams. ■

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PHOTOS: (Above) Korean Air flight attendants showcase the video-on-demand in-flight entertainment system on the airline's Next-Generation 737-900ER (Extended Range). **KOREAN AIR (Below)** A new Korean Air 777-300ER takes off from Paine Field in Everett, Wash. **TIM STAKE/BOEING**

