

Delivering the future

Boeing defines the second century of flight with the 787 Dreamliner and 747-8

At every turn over the past few months, the Commercial Airplanes team has demonstrated what I tell people wherever I go: Boeing is a great company that does great things.

This month's magazine highlights some outstanding examples. With delivery of the 787 Dreamliner and completion and certification of the 747-8 Freighter, Boeing has written a new chapter in the history of aviation. (See Page 18.)

Credit goes to the amazing people on these two programs, the extraordinary contributions they make each and every day, and the unwavering support they have received from colleagues across the company.

This landmark achievement, so many years in the making, reflects the things that have made Boeing the company it is today: innovation, excellence in engineering and manufacturing, and keen attention to the needs of customers.

Creating any new airplane is a monumental undertaking, and it's no secret that the path on these programs was neither smooth nor easy. The journey on development programs seldom is.

In the end, we brought the best of Boeing to some of the most complex aviation challenges in history—and that's something we can all take pride in.

These airplanes position us well in a dynamic and growing market. Over the next 20 years, we're forecasting a need for 33,500 new airplanes. That's a \$4 trillion market. And we're not the only ones after it. New and aggressive competitors are reshaping what has long been a duopoly between Boeing and Airbus.

Nearly half of that \$4 trillion opportunity is in the single-aisle segment. That's why we're making the world's best—and best-selling—jetliner even better by re-engining the 737.

We're calling that aircraft the 737 MAX because it maximizes fuel efficiency, reliability, maintainability and passenger comfort. (See Page 8.) Our direction in this market—and the decision to re-engine rather than design and build an all-new airplane—has been confirmed by the response we've gotten from customers. We have more than 500 order commitments to date.

When the MAX enters service in 2017, it will have the lowest operating costs in the single-aisle market.



"We brought the best of Boeing to some of the most complex aviation challenges in history—and that's something we can all take pride in."

— Jim Albaugh

*President and chief executive officer
Boeing Commercial Airplanes*

PHOTO: BOB FERGUSON/BOEING

As I meet with customers around the world, they tell me they're after three things. They want to increase profitability, improve fuel efficiency and reduce their environmental footprint.

Our airplanes help them meet all three of these needs.

With such strong demand in the market, we've had to manage our large and growing backlog of orders. We're raising production rates across the board to burn down that backlog and get our airplanes where they belong—into the hands of customers.

There are sure to be challenges along the way. But I'm certain our team will overcome them with the same grace, resiliency and perseverance they have shown time and again. In the meantime, let's celebrate all that we've achieved and recognize that Boeing is defining the second century of flight—just as we defined the first. ■