



# Goal!

Brazil's GOL Airlines has grown into one of the world's largest 737 operators

By Adam Morgan

When GOL Airlines took delivery of its 61st Next-Generation 737 from Boeing in early August, it added yet another milestone in its fast track to becoming—in just 10 years—the world's third-largest 737 low-cost carrier.

The delivery also made GOL the first airline in Latin America to receive the Next-Generation 737 with an improved-performance engine, furthering the airline's position as a global aviation leader.

"GOL's success is built on a foundation of innovation and efficiency," said Constantino de Oliveira Jr., GOL's chief executive officer. "Every decision we make is part of our deliberate plan to provide the most affordable and efficient service in the industry."

GOL launched commercial service on Jan. 15, 2001, from Brasilia to Sao Paulo using one of four Next-Generation 737-700s leased from Boeing Capital Corporation. Today, GOL operates more than 130 737-700s and 737-800s—including the 61 airplanes it has acquired directly from Boeing. It offers the most extensive route network in South America, with approximately 900 daily flights to 63 destinations in 10 countries. Combined with more than 30 operational partnerships with foreign companies, GOL's route network is among the best serving customers traveling to, from and within Brazil.

Since its launch, the airline, whose name means "goal," has been upgrading its all-737 fleet with Boeing's latest technology improvements and was a launch customer for the Boeing Sky Interior. With operations out of Santos Dumont Airport in Rio de Janeiro, the Brazilian airport known for its short runway, GOL helped drive the requirements for the 737 Short Field Performance Package. It also supported its certification and entry into service.

In 2010, GOL partnered with Boeing to launch a pilot project within its maintenance and repair organization to lower lead time and costs for spare parts, as well as improve dispatch reliability. The project is expanding this year to house hundreds of expandable parts, including dispatch essential parts, which helps GOL reduce its stocking levels and cuts inventory holding costs.

GOL is one of Boeing's largest users of Toolbox, which helps manage technical documentation and records associated with aircraft maintenance and repair activities. The airline also acquired the Airplane Health Management Performance Monitoring module to track and manage fleet fuel consumption.

"Boeing is proud to be a part of GOL's first 10 years as they've grown from a modest upstart to one of the largest 737 operators in the world and a driving force in commercial aviation," said Van Rex Gallard, vice president of Sales for Latin America, Africa and the Caribbean. "Their commitment to continuous improvement has been validated time and again with the airline's investment, not only in hardware and software that make their airplanes and operations run more efficiently but also in technology like the Boeing Sky Interior that benefits their passengers' comfort as well." ■

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**PHOTOS: (Above left)** Constantino de Oliveira Jr., chief executive officer of GOL Airlines. **GOL AIRLINES (Above)** A Next-Generation 737 in the GOL livery. The airline was the first in Latin America to receive an airplane with the improved-performance engine. **JIM ANDERSON/BOEING**