

PRODUCTIVE. PROGRESSIVE.
THE NEXT-GENERATION 737



 **Kenya Airways** 
The Pride of Africa



THE NEXT-GENERATION 737 LEAD WITH CONFIDENCE

The Next-Generation 737 ensures confident leadership because it is uniquely productive and progressive.

Productive

Everything about the Next-Generation 737 is designed to maximize airline productivity by lowering costs and increasing revenues.

Airline costs are minimized through reliability, structural efficiency, commonality, and low maintenance costs. Airline revenues are maximized through the new Boeing Sky Interior and airplanes right sized for future markets.

Progressive

The very nature of the Next-Generation 737 is to be progressive. Continuous investment in improvements has brought even lower fuel use, lower maintenance costs, and the first of the new generation of passenger interiors.

The latest engine and aerodynamic advances have lowered fuel use by 2% when airlines most need it: right now.

Advanced flight deck features pioneered on the 737 are now being incorporated into other Boeing airplanes.

HIGH EXPECTATIONS SENSE THE SPACIOUSNESS



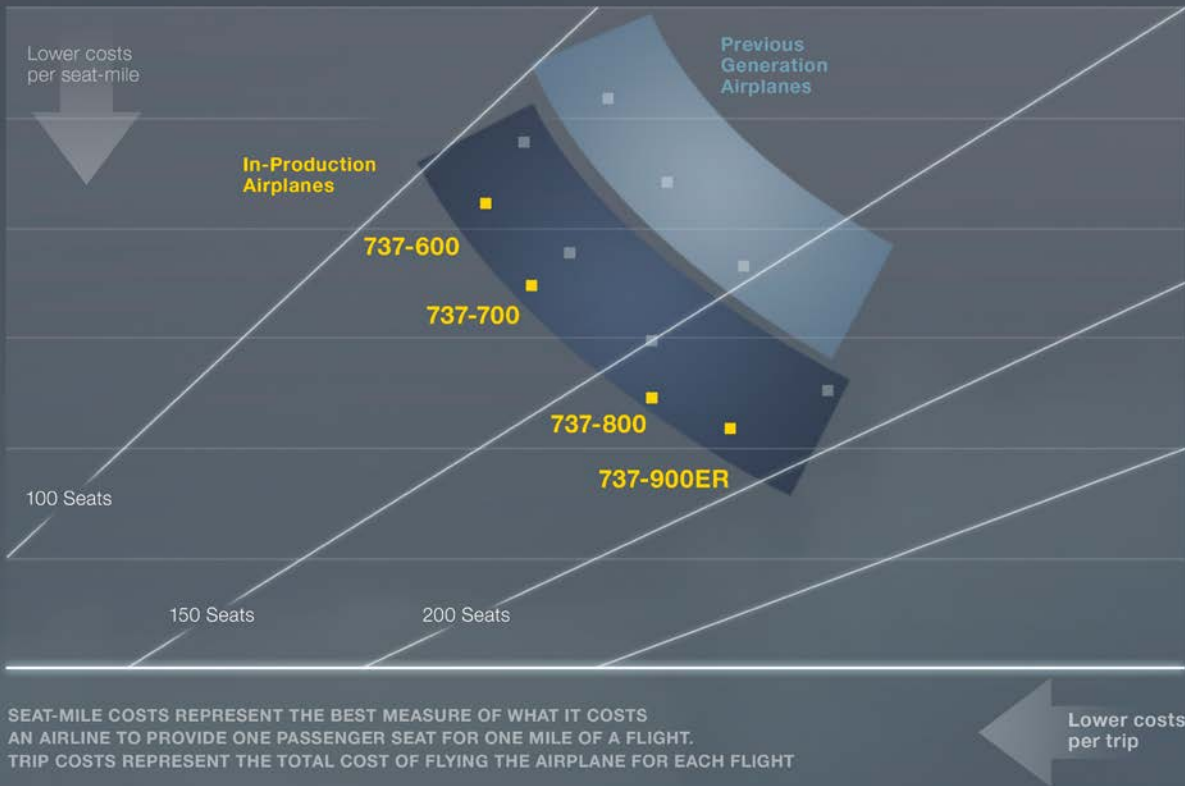
New Boeing Sky Interior

With the new Boeing Sky Interior, the Next-Generation 737 takes the passenger experience to a whole new level.

The 737 now has a greater sense of spaciousness, with overhead bins that hold more bags yet close out of the way. Dynamic LED lighting puts the airline's color into the cabin.

New designs for window reveals, PSUs, sculpted sidewalls and flight attendant panel bring a revitalized cabin environment.





LOWEST COSTS HIGHEST RELIABILITY

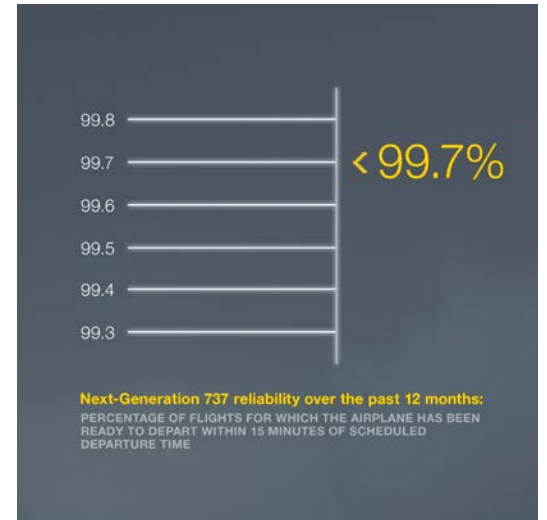
Lowest costs designs

From the outset, a 100% digital design process for the Next-Generation 737 family focused on delivering the lowest costs in the industry.

This begins with the core structural efficiency of the airplane and carries on through practical cost-saving features in every area. These include the reliable, efficient CFM56-7B engine and MSG3-2 maintenance schedule.

Highest reliability

Every design aspect combines to deliver the highest reliability recorded for any airplane, at 99.7% airplane dispatch reliability.



PRODUCTIVE INVESTMENT STRONGEST RESIDUALS

Financial favourite

The Next-Generation 737 is voted the financial community's favorite single-aisle airplane year after year, because it holds its value like no other airplane. Investors view the 737 as the asset that will yield the highest return on investment and provide the greatest financial security.

This provides for unmatched investment appeal, favorable financing terms, and confidence in the airplane as a financial asset.

The Next-Generation 737 is extremely adaptable. Its proven versatility and flexibility gives it the ability to adapt to any role, and to serve the widest variety of markets. With 180-minute ETOPS (Extended Twin Engine Operations), even long over-water sectors such as the US West Coast to Hawaii and the Pacific Islands are no problem.



RANGE CAPABILITY FROM NAIROBI

Full Passenger Payload

737-800*

79,210-kg (174,200-lb) MTOW
162 two-class passengers

- Typical mission rules
- 85% annual winds
- Airways and traffic allowances included with optional winglets





LOWEST MAINTENANCE HIGHEST AVAILABILITY

Leading maintenance program

The 737 needs 16% fewer maintenance labor hours than the A320. And over a 20 year period, the new 737 maintenance program will give airlines back 67 days in service compared to the time needed to maintain an A320.

Independent records such as those of the US DOT and IATA show that the lower maintenance burden of the 737 costs airlines between 23% and 27% less than the A320. There are sound reasons for this, as the 737 design is simple, robust, efficient and easy to work with in high intensity daily operations.

Lighter, simpler, easier

Airlines know that lighter airplanes bring lower maintenance costs. The Next-Generation 737 is a light, durable and easy-to-maintain airplane that reduces downtime and maximizes revenue-generating flight hours.

The 737's low stance to the ground provides easy access to the engine and airframe during quick turn-rounds or brief maintenance periods.

Conventional flight controls are both light and simple, easing maintenance. The use of two hydraulic systems avoids the maintenance burden of a third.

LOWERING COSTS IMPROVING PERFORMANCE

Continuous improvement

Boeing continues to invest in the 737 and services to provide further fuel savings and improve the economics of running any airline.

Lifetime support and services

Boeing is committed to lifetime support and services for all its customers. Support is provided for both airplanes and airline operations. 737 GoldCare is the first such offering for any in-service airplane type. While the airline focuses on passenger services Boeing manages airplane operations and maintenance.

Estimated \$4B in fuel savings

The Performance Improvement Package (PIP) being delivered today reduces fuel use by up to another 2% - at no cost to the airline. Over the lifetime in service of 737s delivered over the next five years, this will save an estimated \$4B in fuel costs.

2011/2012 improvements

- New anti-collision lights
- Engine upgrades
- Refined wing control surfaces
- Ski-jump wheel fairing
- ECS Inlet / Exhaust





THE 737 FLIGHT DECK PIONEERS ADVANCES

737 pioneers flight deck advances

Many flight deck advances have been pioneered on the Next-Generation 737, giving airlines substantial advantages in efficiency and safety of flight.

Head up display (HUD)

Simultaneous view of the “big picture” and critical flight information gives more safety and extended operations.

Required Navigation Performance (RNP)

The first airplane to feature 0.1nm RNP, with more efficient flight paths that save fuel and improve on-time performance.

GPS Landing System (GLS)

The first airplane certified with GLS, the 737 pioneers an industry trend with positional precision to within 1meter and accommodates future Cat IIIB GLS.

Vertical Situation Display (VSD)

VSD increases safety through more precise control and enhanced approach stability.

Electronic Flight Bag (EFB)

A big step toward the paperless flight deck and more efficient flight deck operations is provided when the Electronic Flight Bag is chosen. Added features can include a performance tool for fuel savings, and cabin surveillance.

NO NEED TO WAIT: SAVE FUEL NOW



Progressively lower fuel use

Since entry into service of the Next-Generation 737, Boeing has continually invested in improvements to the airplane to lower its fuel use.

So much so that the current airplane uses up to 7% less fuel than when the type first entered service and we continue to develop ways to save even more in the future.

But there is no need to wait to save fuel. The 737 brings that advantage when it is most needed: right now.



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