

THE NEW GENERATION
BOEING 777-300ER

FLOWN BY THE WORLD'S ELITE AIRLINES



 **Kenya Airways**
The Pride of Africa





THE NEW GENERATION 777-300ER **LUXURIOUS STYLE**

The New Generation 777-300ER have experienced unrivalled success in markets across the globe making them the flagship of the world's most successful airlines. Offering the very definition of comfort in the air, the 777 continues to be voted the favourite airplane of frequent travellers. Delivering more revenue and low operating costs, it is no surprise that demand for the 777 continues to outpace all other competitors.

Preferred by More Airlines



THE NEW GENERATION 777-300ER

WORLD'S FAVOURITE AIRPLANE

Voted Best Aircraft

Offering passengers the very definition of comfort in the air, the 777 is consistently the favorite of frequent travellers. For the fourth year in a row, readers of American Express' Executive Travel magazine have voted the 777 the best airplane to fly.

Leading Edge award winners are selected by business executives who travel frequently, averaging more than 38 airplane trips and 100 hotel stays a year. Seasoned travelers are selective and year over year they select the 777 as their favourite.





THE NEW GENERATION 777-300ER **LUXURIOUS STYLE**

Elegant interior

High ceilings and stowage bins that virtually disappear during flight give passengers a broad vista of the spacious cabin. Passengers in window seats enjoy generous room for their head and shoulders thanks to the nearly vertical sidewalls. During flight, the gentle contour of the integrated stowage bins allows tall passengers to enter the aisle and return to their seats with ease. In premium zones, the 777 uniquely offers airlines the ability to customize the architecture to differentiate the airline brand.

Lighting that sets the mood

Indirect lighting complements natural light flowing through the large, high windows, inviting the eye to explore the graceful cabin architecture. Natural and conventional lighting blend to dispel shadows, eliminate glare, and showcase the smooth contours of the cabin.

THE NEW GENERATION 777-300ER

COMFORT AND TECHNOLOGY



The 777-300ER is equipped with onboard Wi-Fi systems, allowing passengers to enjoy in-flight connectivity for work or play. Passengers in window seats also enjoy generous room for head and shoulders thanks to the nearly vertical sidewalls.

Advanced automated systems monitor and continually manage the airplane's attitude and motion. Suppression of roll and sway allows passengers to fully appreciate the flight without distraction.





THE NEW GENERATION **777-300ER**
READY AND ABLE

Industry Leading Reliability

Today's twin-engine airplanes are the most reliable airplanes ever built. Thanks to modern engine and systems technology, twin-engine jetliners can fly point to point anywhere in the world using the routes that provide optimum fuel economy and timely service.

The 777-300ER is equipped with the largest engines in the world and it leads the field with fewer than half the schedule interruptions, turn backs, or diversions of competing twin-aisle airplanes. Airplane and crew are at the scheduled airport at the scheduled time more often, supporting robust airline timetables and operations planning.

THE NEW GENERATION 777-300ER

UNMATCHED CAPABILITY

Better Performance

The 777 gives airlines the flexibility to serve and create markets that require long range, large capacity, or a combination of the two. In fact, the 777 provides both the greatest payload and the longest range of any airplane in the 300- to 400-seat category.

The unsurpassed payload and range of the 777-300ER give operators strategic growth opportunities to open new markets, carry more passengers and cargo in existing markets, and develop innovative ways to maximize utilization of airplane and crew resources.





THE NEW GENERATION 777-300ER **LONGER REACH MORE REVENUE**

Profitable

Airlines have only begun to capitalize on demand for point-to-point service in intercontinental markets. The 777 has both the range to fly these very long routes nonstop and the revenue payload capacity to earn a healthy profit throughout the year. Carrying lucrative cargo payloads with a full passenger load, the 777 allows airlines to supplement passenger revenues on routes where less-capable airplanes cannot carry cargo when all seats are sold.

The 777-300ER carries more passengers and more revenue payload than competing airplanes. With 20 tonnes of revenue cargo and a full passenger load, the 777s easily outdistance the competition. Moreover, the 777-300ER can fly all the routes currently served by the 747-400—and carry 68% more revenue cargo than the 747-400 when both are fully loaded with passengers.

THE NEW GENERATION 777-300ER **ADVANCED FLIGHT DECK**

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THE NEW GENERATION 777-300ER **CLEAN AND QUIET**

Welcome at Noise-Limited Airports

Noise-limited airports often grant the 777 access even during restrictive periods of the day and night. The 777 operates with full revenue payload at airports where older airplanes are payload-limited or restricted to narrow time slots. Designed with the future in mind, the 777 already meets noise and emission standards planned for future generations of airplanes.

Clean Flying and a Clean Conscience

Airlines and passengers can feel at ease about carbon dioxide and the environment when flying the 777. Well ahead of today's environmental standards, the 777 earns emission scores that are the envy of competing airplanes. The newest 777 models beat today's ICAO emission standards and CAEP/4 limits by a margin wide enough to meet CAEP/6 limits.

