

Lifecycle Solutions for Lifetime Relationships



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Last November, I had the pleasure of meeting with some of you, our valued customers, at a Boeing Customer Support Executive Symposium in Long Beach, California. We hold these symposiums every year in different regions of the world. It is our chance, as the leaders of Boeing Commercial Aviation Services, to talk to our airline customers about issues affecting the industry and the continued safe and efficient operation of the in-service Boeing fleet.

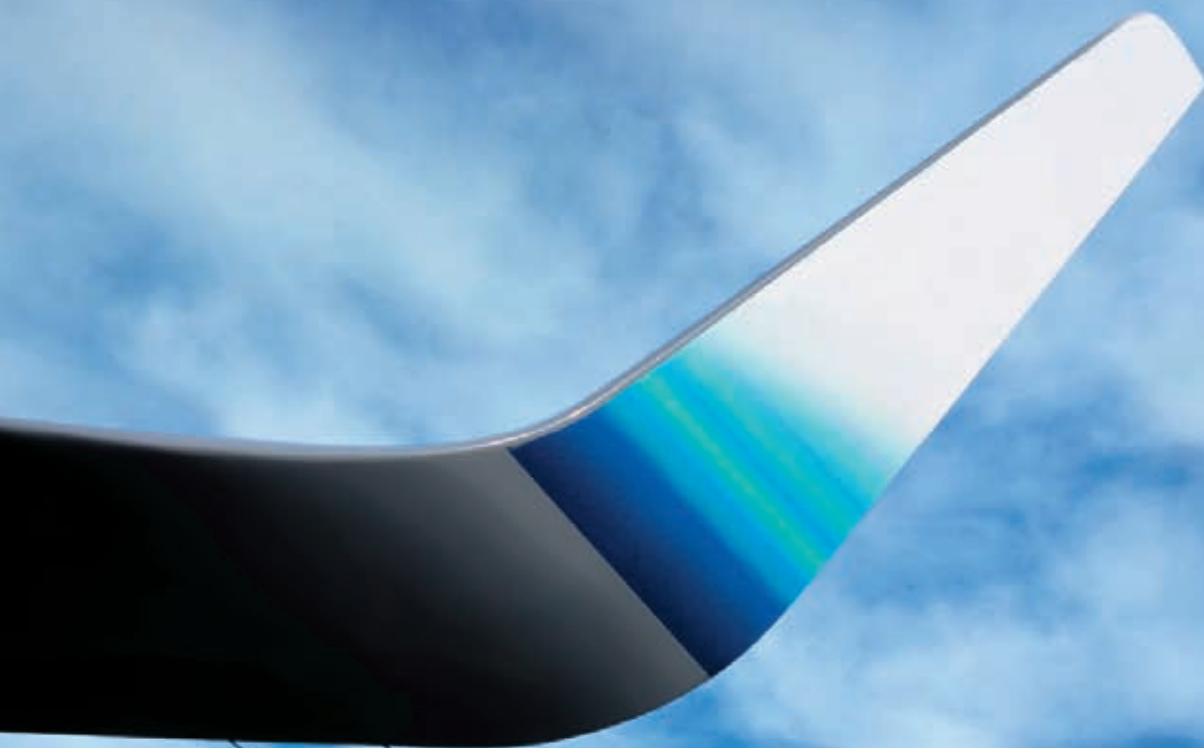
At the November meeting, I reiterated our commitment to providing aftermarket products and support that maximize the value of your Boeing fleet over its entire lifecycle. These “Lifecycle Solutions” represent a 20- to 30-year commitment that begins with the acquisition of an airplane and continues throughout its operation, maintenance, and modification, and doesn’t end until the airplane is eventually transitioned out of service.

Lifecycle Solutions center around five capabilities to help you be successful: customer support, materials optimization, operational performance, training, and fleet enhancements.

Customer Support

Customer support spans all the services that we provide as part of your purchase of a Boeing airplane. But it goes beyond the maintenance and flight documents, the Web portal MyBoeingFleet.com, and field support. It’s about helping you day in and day out to get the most of your asset in terms of reliability, availability, and, of course, safety. It includes our Operations Center, which is a 24-hour-a-day operation, available seven days a week to answer your urgent service requests.

Blended winglets offer customers operational benefits, such as more efficient flight characteristics in cruise and during takeoff and climbout, which translate into additional range with the same fuel and payload. (Blended Winglet™ technology is provided by Aviation Partners Boeing—a joint venture of Aviation Partners, Inc., and The Boeing Company.)



Boeing's "Lifecycle Solutions" represent a 20- to 30-year commitment to the customer that begins with the acquisition of an airplane and continues throughout its operation, maintenance, and modification, and doesn't end until the airplane is eventually transitioned out of service.



Customer Support

Materials Optimization

Operational Performance

Training

Fleet Enhancements

LIFECYCLE SOLUTIONS FOR IMPROVED OPERATIONAL AND ENVIRONMENTAL PERFORMANCE

Materials Optimization

Materials optimization is about providing you with the right spare part at the right place at the right time. We do that through quick transactions or long-term supply management agreements, such as the Landing Gear Exchange, Component Services Program, and Integrated Materials Management. Our goal is to help you reduce your inventory and logistics footprint so that you can operate more efficiently and competitively.

Operational Performance

We also offer commercial products in the areas of flight, maintenance, and engineering to help you optimize the efficiency of your Boeing asset. These products include Airplane Health Management, Electronic Flight Bag, Maintenance Performance Toolbox, Required Navigation Performance,

flight planning, and crew scheduling. Many of these solutions have a positive effect on the environment.

Training

To ensure that you are qualified and ready to operate your Boeing fleet, we provide world-class flight and maintenance training. We view training as integral to all we do, which is why we recently centralized our training units within Boeing Commercial Airplanes to serve you even better.

Fleet Enhancements

Another way to boost the productivity and value of your Boeing fleet is by taking advantage of modifications, retrofits, and upgrades. These include Boeing Converted Freighters, blended winglets, new-look interiors, the 777 Performance Improvement Package, and carbon brake retrofits.

Whether you choose one or a combination of our Lifecycle Solutions, our focus is on helping you get the maximum value from your Boeing investment throughout its entire lifecycle. It's part of our decades-long commitment to you when you buy a Boeing airplane.

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