

Boeing's vision of air travel calls for passengers to fly point-to-point, with no intermediate stops along the way. To prepare for this future, Boeing Commercial Airplanes has been designing and manufacturing airplanes that fly farther, faster and more efficiently. These jetliners provide airlines the flexibility to connect new city pairs and configure their served markets to suit these passenger preferences. This philosophy competitively distinguishes BCA in the commercial air transport market—and is the subject of this ad.