

WHEN WE LOOK TOGETHER, THE STARS SEEM SO MUCH CLOSER.



Partnership puts the future itself within reach. In Madrid, engineers at the Boeing Research and Technology Center are working to develop an air traffic management system that will increase safety and security, double system capacity and reduce environmental impact. Tomorrow, focused by collaboration, is an idea close enough to touch.

 **BOEING**<sup>®</sup>  
Forever New Frontiers

*Boeing recently launched a highly focused advertising campaign directed at members of the European Commission and Parliament. The print campaign is designed to establish a collaborative presence for Boeing in Europe in support of the company's business objectives, and to complement existing communications efforts. Above is one of the ads from this campaign.*