



**BOEING, ROLLS-ROYCE  
AND THE ENGINE  
OF CHANGE.**

To engineer a jet engine that is both quieter and more efficient, you have to challenge traditional thinking. And that's exactly what our partnership with Rolls-Royce allows us to do. Working together, change is a remarkable thing.



[www.boeing.com](http://www.boeing.com)

*This is the first in a series of new ads created to build awareness of Boeing and its many valuable partnerships in the United Kingdom. As the largest overseas customer of the UK aerospace industry, Boeing currently partners with more than 240 world-renowned businesses and universities around the country. The new advertising campaign will appear in New Statesman, The House Magazine, The Economist and other UK publications, and complements business and communications activities in the country.*