

GREATNESS NEEDS ONLY TO WHISPER.



Rolls-Royce of the United Kingdom and Boeing are making the world a quieter place. Using new acoustic technologies, they are significantly reducing the noise and at the same time increasing the efficiency of the new 787 engines. Partnership speaks volumes, if only in a whisper.



*As part of a highly focused advertising campaign directed at members of the European Commission and Parliament, this new ad highlights Boeing's partnership with Rolls-Royce of the United Kingdom in developing new acoustic technologies to help improve 787 engine performance. The campaign is designed to establish a collaborative presence for Boeing in Europe.*