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THE SPIRIT OF PRIDE AND STRENGTH.

Dedicated to producing the world's foremost airlifter, the men and women of Boeing take pride in the newest C-17 Globemaster III, delivered August 9 to the 452nd Air Mobility Wing at California's March Air Reserve Base. Built in California for California citizen airmen, the "Spirit of California" symbolizes the commitment and partnership of Boeing, the U.S. Air Force and our civic and community leaders.



This ad, for Boeing Integrated Defense Systems, highlights delivery of the 138th C-17 Globemaster III, the first C-17 to be based in California. The ad will run in select defense publications and local newspapers serving key U.S. Air Force and Boeing employee audiences.