



BOEING AND THE PRIDE OF SHEFFIELD.

For centuries, Sheffield has been synonymous with advances in metal development. That proud tradition continues as Boeing, the University of Sheffield and the Advanced Manufacturing Research Centre push the boundaries of composites and new materials vital to the next generation of aerospace and defence systems. When you consider what this partnership is made of, there is reason to be proud.



www.boeing.com

This is the third 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 300 businesses and universities around the country. The advertising campaign has appeared in The Sunday Times, The Economist, New Statesman and other UK publications, and complements current UK Boeing business and communications activities.