

# It makes everyone more comfortable, even if they're not flying.



## THE NEW 747-8 INTERCONTINENTAL.

At Boeing, our commitment to comfort goes far beyond passengers. We're concerned about noise in airport communities and the overall impact our products have on the environment. That's why we're pioneering a new generation of cleaner-flying and



**15% LOWER FUEL CONSUMPTION**    **15% LESS CO<sub>2</sub> EMISSIONS**    **30% SMALLER NOISE FOOTPRINT**

quieter-flying aircraft like the new 747-8 Intercontinental. With its redesigned wings and advanced GEnx engines, the new 747-8

reduces noise by 30%. What's more, it's 15% more fuel efficient, burning less than 3 litres of fuel per 100 passenger km., and produces less than 75 grams of CO<sub>2</sub> per passenger km.\* To help make everyone more comfortable. For better travel today and a better future tomorrow.

\*All comparisons are to the current 747-400.



*This advertisement is part of a series of new 747-8 Intercontinental ads running in support of key airplane sales campaigns in the United Kingdom. The ads highlight the model's advanced features, many of which were pioneered by the 787 Dreamliner. In addition to communicating the 747-8's improved environmental performance, the ads also reaffirm the company's commitment to a cleaner world. The campaign began running in late April in U.K. news outlets.*