

THE AIRBUS A380 SUPER JUMBO

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*Alaska Airlines'
First Boeing 737-900*



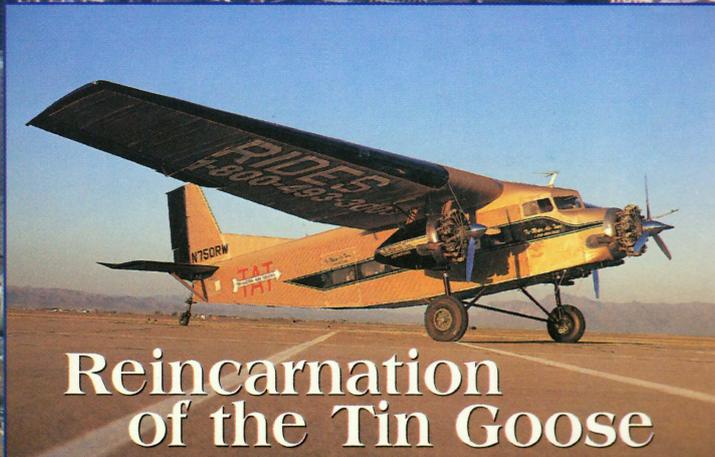
Hawaiian Airlines
717 to the Islands

MEA - Middle East Airlines

Sept/Oct 2001 \$5.50



Canada: \$7.25



**Reincarnation
of the Tin Goose**

Making Dreams Come True *Alaska Airlines Accepts* *its First Boeing 737-900*

Story and Photography by Jon Proctor



Alaska's first Boeing 737-900 (N305AS, msn/ln 30013/774) poses over its hometown of Seattle on a crystal-clear day. (Alaska Airlines)

Alaska Air Group Chairman John J. Kelly declared, "We believe it is better to give than to receive." So, to recognize the delivery of its first Boeing Next-Generation 737-900, Alaska Airlines invited members of its frequent-flyer Mileage Plan to bid for 50 seats on the first-ever passenger flight of the new variant, with the proceeds going to charity.

Although a minimum bid of 20,000 miles was established, it eventually took at least 30,000 to win a seat on the historic flight. Sixteen bidders offered more than 100,000 miles, and the top bid was in excess of 130,000 miles. Make-A-Wish Foundation, Ronald McDonald House Charities, AirLifeLine and Shriner's Burn Center shared 2.5 million miles, the equivalent of 125 roundtrip tickets. All four groups provide free travel to children in need of transportation for medical treatment. Included in the total donation was mileage from four big-hearted Mileage Plan members who simply gave regardless of the bidding results. In addition, The Boeing Company contributed \$5,000 to each of the four charities in recognition of the aircraft delivery.

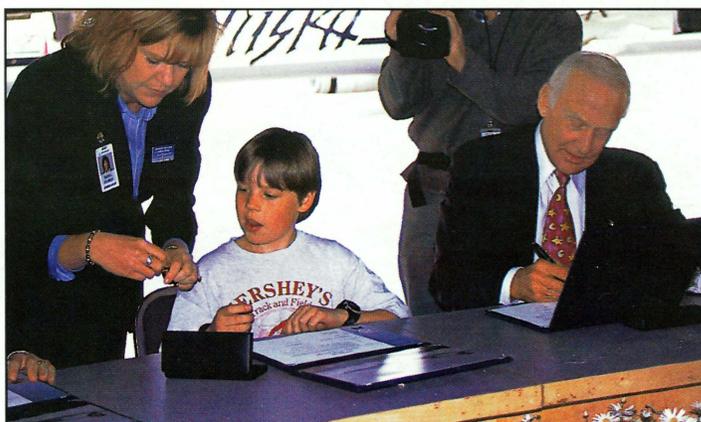
Children representing the charity groups were invited guests on the May 16 flight, along with the 50 auction winners. In keeping with a theme of "firsts," celebrities accompanied the group, including Buzz Aldrin, one of the first two men to walk on the moon; Fred Brown, who played on the first Seattle Sonics championship basketball team; Robbie Knieval, first to jump over the Grand Canyon on a motorcycle; and Dave Niehaus, the first and current radio announcer for the Seattle Mariners baseball team.

Following the signing ceremony, 737-990 N305AS (msn/ln 30013/774) took off from Boeing Field in Seattle for a 1-hour, 40-minute scenic flight. It first cruised over the Seattle metropolitan area, then circled Mt. Rainier and Mt. St. Helens before landing at Alaska's Seattle/Tacoma International Airport hub, where an enthusiastic crowd of more than 2,000 airline employees and family members greeted the newest Boeing twin variant.

Alaska Airlines became the Next-Generation 737-900 launch customer on November 10, 1997, with an order for 10 airplanes (later increased to 13). At 138 feet, 2 inches, the -900, nearly 9 feet longer than the -800, it is the largest and most fuel-efficient member of the 737 family. While certified to carry up to 189 passengers, Alaska has opted for a two-class configuration with 16 first-class and 156 economy-class seats. Its 3,159-mile range allows the -900 to operate all of Alaska's principal nonstop routes.



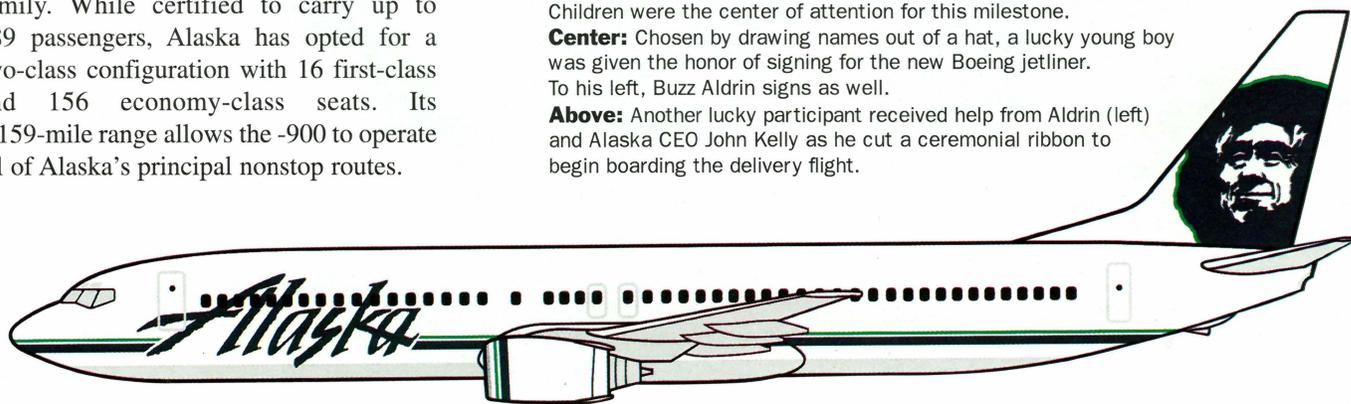
N305AS sits in anticipation of its delivery flight from Boeing Field.



Children were the center of attention for this milestone.

Center: Chosen by drawing names out of a hat, a lucky young boy was given the honor of signing for the new Boeing jetliner. To his left, Buzz Aldrin signs as well.

Above: Another lucky participant received help from Aldrin (left) and Alaska CEO John Kelly as he cut a ceremonial ribbon to begin boarding the delivery flight.





At 138 feet, 2 inches, the 737-900 is slightly longer than the original Boeing 707-100. The first -900 fitted with Aviation Partners Boeing blended winglets is expected to be available next year. (Alaska Airlines)

A total of 45 Next-Generation 737-900s have been ordered, including 15 for Continental Airlines, four for KLM and 16 for Korean Airlines. Continental accepted its first 737-924 on May 31. Twenty-one -900s are scheduled for delivery this year.

With the arrival of its second aircraft on May 22, Alaska Airlines commenced 737-990 service five days later, between the Seattle/Tacoma hub and Las Vegas, Los Angeles and Anchorage. Effective with the summer schedule that began June 10, the addition of a third aircraft permitted startup of 737-900 flights to Fairbanks, Phoenix and San Diego. Service to Mexico with the new model will begin this fall.

Six aircraft will be in service by August. Four more -900s will be delivered

to Alaska in 2002, plus a further four in 2003. The airline holds 14 Next-Generation 737 options for 2003 delivery and 14 for 2004. Each of these options can be firmed up as a 737-700 or -900 model.



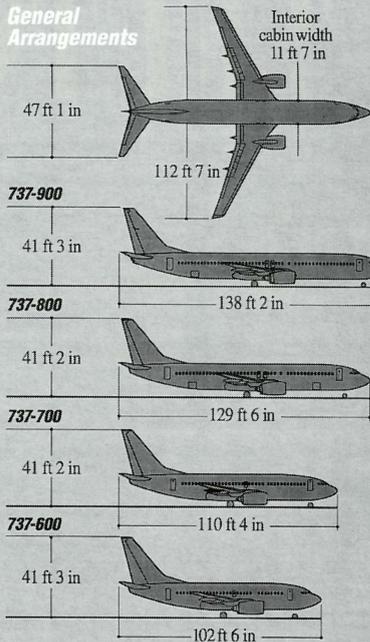
By next year, Alaska's fleet will total 101, consisting of nine 737-900s, 16 737-700s, 40 737-400s, nine 737-200C Combi, and 27 DC-9-82/83 (MD-82/83) models. The airline recently acquired its ninth -200C

Combi to increase service within the state of Alaska. Meanwhile, the older MD-80 fleet is being gradually phased out, although Alaska has the ability to extend current leases to match traffic demands.

During this year's busy summer schedule, Alaska is flying 21 daily roundtrips between Seattle/Tacoma and Anchorage and 43 roundtrips between Seattle/Tacoma and Southern California, including 20 to Los Angeles International Airport. Use of the 737-900 in these markets will allow the airline to increase capacity without adding flight frequencies. Each 737-990 flight adds 32 seats when substituted for an MD-80 and 34 seats when replacing a 737-400. The type's extra cargo space is a big plus in the Seattle/Tacoma-to-Alaska market, where heavy freight loads are not uncommon. ✈️

Next-Generation 737 Family

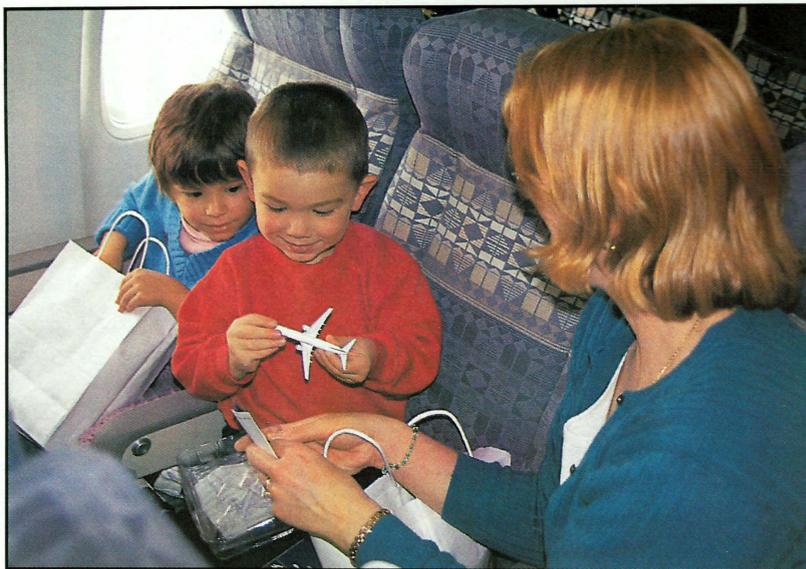
General Arrangements



Principal Characteristics

	737-600	737-700	737-800	737-900
Passenger capacity	110 to 132	125 to 149	162 to 189	177 to 189
Max. gross weight, lb				
Takeoff (standard)	124,000	133,000	155,500	164,000
(options)	144,500	154,500	174,200	174,200
Landing (standard)	120,500	128,000	144,000	146,300
(options)	121,500	129,200	146,300	146,300
Zero fuel (standard)	113,500	120,500	136,000	138,300
(options)	114,500	121,700	138,300	138,300
Typical operating empty weight, lb	81,360	83,790	90,560	93,560
Engines, CFM56-7				
SLST*, lb (standard)	22,000	24,000	27,300	27,300
(options)	18,500	20,000	24,000	24,000
Fuel capacity, U.S. gal	6,875	6,875	6,875	6,875
Lower hold cargo volume, ft ³	756	1,002	1,591	1,852

*Sea-level static thrust



Above: Two young fliers admire a 737-900 model, one of several souvenirs given to all passengers.

Below: Buzz Aldrin signs an autograph as Alaska CEO John Kelly looks on.



Following the delivery flight, employees and their families lined up for a tour of what some argued was Alaska's second "990," as the airline operated a Convair 990A on its routes between May 1967 and March 1968.

