

advertisement | your ad here

# On June 8, Vote Yes on Prop. 16

Paid for by Yes on 16/Californians to Protect Our Right to Vote, major funding from Pacific Gas and Electric Company and CA Business PAC, sponsored by CA Chamber of Commerce, a coalition of taxpayers, business and labor.



home of the

Subscribe to the weekend Chronicle

SEARCH



Web Search by YAHOO!

Advanced Search

Sign In | Register

Technology Markets Small Business Chron 200 Real Estate



## Business Report The Chronicle with Bloomberg

### Airbus Dresses Plane as Shark to Take Bite Out of Boeing Market

Thursday, June 3, 2010

PRINT E-MAIL SHARE COMMENTS (0)

FONT | SIZE: - +



#### Galleries

1-3 of 21



Passion on the clay



'The Killers' premiere



Penthouse condo in Burlingame

#### RELATED BLOOMBERG HEADLINES

- Metzner Vows to Show How Kerviel Became Societe Generale's Dupe
- Air France Tapes Must Stay Secret, Canada Board Says (Update1)
- Cyber Command Director Alexander Warns of Network 'Sabotage'
- PayPal Founder Tests Rocket NASA Wants to Haul Cargo (Update1)
- French Stocks: Air France, Peugeot, St Gobain, Technip, Valeo

#### ©2010 Bloomberg News

June 4 (Bloomberg) -- Airbus SAS is emulating a marine predator to take a bite out of Boeing Co.'s home market.

0

tweet

0

f share

0

digg

The world's largest planemaker will fit so-called sharklets to the wings of the A321 single-aisle jet to enhance its range. The eight-foot-high extensions are available from 2012 for 900,000 euros (\$1.1 million) and promise to add 100 nautical miles to the jet's reach or increase payload by 1,100 pounds.

The A321, the largest of Airbus's four narrowbody models, has been handicapped by a shorter range than Boeing's 757, the plane of choice for U.S. carriers on cross-country routes and to Hawaii. Boeing quit building the 757 in 2004 after a 23-year production run, creating an open flank to its larger rival as airlines

#### GET QUOTE

Enter Symbol

GO

Symbol Lookup

#### MORE BUSINESS

- Urban Land Institute backs sprawl-limiting law 06.03.10
- Apple's wealth has made it a monster 06.03.10
- Egypt opens stock exchange for smaller firms 06.03.10

consider replacements for the aging model.

"I saw a market that was tantalizingly close, but we weren't quite there yet," said Airbus Chief Operating Officer John Leahy. "Now with the sharklets, we've crossed the line."

Leahy said the Toulouse, France-based manufacturer can guarantee Boston to Los Angeles with maximum passengers under any weather conditions with the modified wing, as well as flights from Maui in Hawaii to San Francisco with a full load. Operators of the A321 previously had to take fewer passengers to lighten the load and extend the range on days with high winds.

#### Aging Models

Boeing delivered more than 1,000 757s, and more than 400 of the jet populate the fleets of Delta Air Lines Inc., United Airlines, and American Airlines. Delta, the world's largest 757 operator, has 193 of the jet, with an average age of 17 years. United's fleet of 96 Boeing 757s averages 19 years in age, while American's fleet of 124 has an average age of 15.6 years.

"Once planes get past 15 years, you start to hit reliability issues and maintenance costs start to escalate, so they'll want to find something to replace these planes at some stage," said Eddy Pieniazek, a director at Ascend Worldwide Ltd., a London-based aviation forecaster and data provider.

advertisement | your ad here

Paid for by Yes on 16/Californians to Protect Our Right to Vote, major funding from Pacific Gas and Electric Company and CA Business PAC, sponsored by CA Chamber of Commerce, a coalition of taxpayers, business and labor.

MOST READ MOST E-MAILED MOST COMMENTED

1. Hit-run driver leaves a trail of terror in S.F.
2. 4 family members die in Highway 12 crash
3. Miley Cyrus: 'I'm a sellout for making pop'
4. Prosecute 'gender crimes,' Van der Sloot first up
5. Holloway suspect accused of \$250K extortion in Ala
6. Facebook's Zuckerberg re-ignites privacy brouhaha
7. Cap placed atop Gulf well; oil still spewing



#### Whitman pulls ahead

Field Poll shows the former eBay CEO now holds a seemingly insurmountable lead over Poizner.

Comments (44)



About two thirds of all seats flying cross-country in the U.S. are now in Boeing planes, compared with a third in Airbus jets, according to Dunstable, U.K.-based OAG, which gathers statistics on the global aviation industry.

The sharklets are the product of several years of research. The A321 entered commercial service in 1994, and Airbus introduced the option of as many as two additional fuel tanks some years later to address shortcomings in range. Airbus began testing different kinds of winglets in 2006 to cut drag, the aerodynamic resistance to the motion of the plane through air.

For the Family

Airbus rejected two earlier experiments after deciding the extra weight would cancel efficiency gains. After settling on the latest design, Airbus chose Korean Air Aerospace, a division of Korean Air Lines Co., as supplier of the sharklets.

The extensions will be available for the entire A320 family at final assembly lines in Toulouse and Tianjin, China, for the A320s, and at Hamburg for the A319s and A321s. The sharklets, combined with two extra fuel tanks, will let future A321s carry 185 passengers in typical two-class seating, covering a range of 3,200 nautical miles, Ascend's Pieniasek said.

With Airbus encroaching on Boeing's home market, the Chicago-based manufacturer is fighting back. The company has beefed up its single-aisle 737-900 model with an extended-range version that can carry 180 passengers in two classes with range of 3,265 miles, Pieniasek estimates.

Too Optimistic?

Boeing's 737-900ER is "virtually the same size, travels farther, faster, for less fuel, for less money and more reliably" than the A321, even with the coming improvements, said Boeing spokesman Jim Proulx. Airbus "still needs to play catch-up in range and efficiency" to a Boeing offer that has already been in service for three years, he said.

Airbus may also be too optimistic with its prediction of gaining market share with the sharklets, and U.S. airlines may not replace all 757s with sharkletted A321s, said Adam Pilarski, senior vice president at aviation advisory firm Avitas in Reston, Virginia.

"It's not unreasonable to think that they should order some in the next five years," Pilarski said. "There's a need, before we come up with totally new stuff, for the semi-big narrowbody planes."

UAL Corp.'s United Airlines, which agreed to merge with Continental Airlines Inc. in May, will decide this year on ordering new narrowbody jets, and will consider all options, said Jean Medina, a spokeswoman for the Chicago-based company.

Atlanta-based Delta, whose 757 models are mainly of an older variant, will "eventually" look at renewing its domestic aircraft fleet, though this step is unlikely to take place in the next three or four years, Delta President Ed Bastian said at a J.P. Morgan-sponsored conference in New York in March.

For the time being, the Airbus model appears to have the edge, said Richard Aboulafia, a vice president at aviation researcher Teal Group Corp.

"It's a bigger tube," said Aboulafia, referring to the wider fuselage of the A321. "That's good for passenger comfort. The A321 does look very-well placed."

-- With assistance from Mary Jane Credeur in Atlanta and Mary Schlangenstein in Dallas. Editors: Benedikt Kammel, Heather Harris

#### Lakers draw first blood

Kobe Bryant leads all scorers with 30 as L.A. beats Boston 102-89 in Game 1 of the NBA Finals.

[Comments \(21\)](#)



#### Big, fat 'Greek' comedy

Jonah Hill and Russell Brand come across as real, genuine and, best of all, funny. LaSalle. [View trailer](#)

[Comments \(61\)](#)

#### Top Homes



#### SAN FRANCISCO

2 BR / 1.1 BA \$569,000.00



[More From This Broker >](#)

Advertisement

**:Moms Make \$77hr**  
Single mother finds easy way to earn great money from home during recession. Her shocking story... [Learn more](#)

**"Crazy Cheap" Electronics**  
Never pay retail prices again! See how others are getting laptops, TVs & phones for up to 90% off. [Learn more](#)

[Add Your Link Here!](#)

#### REAL ESTATE



#### Tax credits fuel 6 pct. rise in April home sales

A rush of homebuyers aiming to meet a deadline to qualify for a federal tax credit pushed the number of signed sales contracts to the highest level since October. The National...



#### Foreclosures shifting to affluent ZIP codes

Foreclosures are going upscale across the Bay Area. Nearly 1,000 homes valued above \$730,000 were repossessed by banks in the nine-county region in each of the past two years, according to a Chronicle review of public...

[FEATURED OPEN HOMES - Foster City](#)  
Parkmerced owners say they'll survive loan woes

#### Featured Property



1449 S Whitehall Ln  
SAINT HELENA  
\$2,395,000  
3 Beds, 0 Bath  
Pacific Union  
[More Properties](#)

[Search Real Estate >](#)

[PRINT](#) [E-MAIL](#) [SHARE](#)

[0 tweet](#) [0 share](#) [0 digg](#)



Subscribe to the San Francisco Chronicle and get a gift:

- Sunday + a \$15 gift card
- Fri-Sun + a \$15 gift card
- Mon-Sun + a \$25 gift card

Select an offer

### Read More

Powered by **one spot**

From SFGate.com:

- Jetliner, cargo plane in near miss at Anchorage  
5/28/2010
- Flight evacuated in Fla. after smoke reported  
5/31/2010
- Ryanair soars back into profit, pays 1st dividend  
6/1/2010
- Marine aircraft mishap injures 10 at NYC park  
5/31/2010
- Probe says no technical fault in Libya plane crash  
5/30/2010



From Around the Web:

ADVERTISEMENT

- Russian firm selects Boeing 737s for potential 50-jet order  
6/1/2010 — seattletimes.nwsourc.com
- US Airways Jet Comes Close to Freighter, U.S. Says (Update2)  
5/28/2010 — businessweek.com
- What's Your Beef, Boeing?  
5/28/2010 — fool.com
- Boeing flies back to top of the perch  
5/30/2010 — telegraph.co.uk

Related Topics: Delta Air Lines, United Airlines, Airbus A320 family

### Add Your Comment

#### New to the site?

To use commenting, you need to sign up.

Register

#### Already a member?

Please log in.

(Forgot Password?)

Username

Password

Remember Me

Sign In



### CARS

#### IndyCar announces new engine strategy

The IndyCar Series is drastically changing its engine strategy, opening up the process to a variety of manufacturers and configurations for the 2012 season. The new platform calls for the...

#### Divers get a glimpse of safer Watkins Glen circuit

A year ago, Jeff Gordon left Watkins Glen International feeling a little sore after a frightening crash. He's smiling now. "I'm certainly happy to see the improvements that..."

Franchitti earns \$2.8 million for Indy 500 win  
Are professional tools worth the high prices?

#### Featured Vehicle



2009 Ford Focus  
\$11,995  
Hertz Car Sales-South San Francisco  
Details | Similar Cars

Search Cars »



Wedding Gowns



New and Used Ice Skates, Inline and Rollerskates

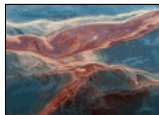


PRESTON PLATFORM BEDROOM SET ---BEST DEAL IN TOWN



Iris by Henry Evan is 11% off original price...

Browse ads | Place an ad »



Behold our dark, magnificent horror



Los Altos student advances in bee



Flotilla detainee details experience



'Golden Girl' Rue McClanahan dies



Family meal at Scala. (Photos)

### Ads by Yahoo!

#### Moyoberry Review 2010

Learn More About Moyoberry - Why It's Rated #1 for Weight Loss.  
(www.DietRatings.org)

#### Model Decals

We can create custom waterslide decals for your model planes, model trains, model cars, guitars, woodworking projects, miniatures, and much more.  
(www.bedlamcreations.com)

#### Model 150 And 216 Towable Passenger Stair

New Narrow And Wide Body Passenger Stairs IN Stock.  
(www.houstonaircraft.net)

Home News Sports Business Entertainment Food Living Travel Columns Buy & Sell Jobs Real Estate Cars Site Index

[return to top]

Advertising Services: Place a Classified Advertise in Print Advertise Online About Our Ads Public Notices

Reader Services: Home Delivery Subscribers E-Edition Mobile RSS Feeds Newsletters Feedback Buy Photos FAQ Corrections Get Us

Company Info: Contact Us Hearst Corp. Privacy Policy Terms and Conditions Work for Us Chronicle in Education Events & Promotions Submissions

© 2010 Hearst Communications Inc.

HEARST newspapers