

### ***Boeing NMA: a profitable project for Boeing.***

In my last SLATE post, I've introduced the topic of the 737 MAX and its groundings worldwide (Below is a brief summary for those who haven't seen the last post). Since then, there are actually quite a few things that have changed since then, especially with the news of possible reintroduction of a new type of plane, which I will also discuss below. This new type of plane can really help Boeing bounce back into the aviation market as a leader, and I chose to explore a bit on that for this SLATE post.

Over the past 3 years, the 737 MAX has received a lot of controversy, with two crashes of the plane in less than one year apart. Boeing has rushed the safety tests, particularly those of the MCAS system, which led to the 737 MAX crashing. The MCAS system was created because Boeing pushed to still produce a production line that still corresponds with their successful line of 737s. As the 737 has a different fuselage than other modified jets (like the Airbus A320neo) and the engines had to be structured to be different for every plane, the 737 MAX was the end point as the engines were simply too big for the fuselage. This made Boeing change the design and simply plopped on the MCAS system to automatically push the nose down if the aerodynamics that were changed by the engines were to cause it to pitch up, which has a fault in it and, well, crashed the 737 MAX.

Since then, the 737 MAX's sales have dropped dramatically, and Boeing's stock market plummeted. According to Google's stock summary, Boeing enjoyed a growth of profit from 2016 at 127.39\$ to 440.62\$ in 2019. The crashes in 2018 and 2019 impacted the growth of Boeing's stock, especially in 2020's COVID-19 pandemic combined made Boeing's stock record low at 95.01\$. In total, Boeing lost over 18 billion dollars on the 737 MAX alone, with 600 of the jet's type cancelled from airlines around the world.

That brings us to the current situation, with nearly 400 MAX stored and unused, and Boeing frantically trying to fix the problem. Now, after a long 3 years, Boeing starts to see the light at the end of the tunnel, as it got the 737 MAX certified again from the U.S, Mexico, and Brazil government. Many other countries around the world, though, still have not seen the recertification, especially China, who was unironically the first country that grounded the type.

Along with the 737 MAX, though, Boeing had another idea of a jet with similar capacity to it, called the Boeing NMA, but possibly longer range. It was supposed to compete with the A321neo and A321neoLR of Airbus. Unfortunately, it was delayed up until now, where about 3 months ago Boeing had decided to revive the project. It's decision was partly due to the fact that the MAX is now still grounding, and Boeing needed another jet to offer to airlines. This could be a potential plane that fills the middle market, as airlines are starting to ease into the medium-sized long haul jets. There is a problem/threat to Boeing though, which is that, well,

Airbus is already developing the A321neoXLR (which is a A321neoLR extended range variant), and it plans to enter service by 2023. If Boeing were to revive the project, it would really need to push forward with the idea of the NMA.

Despite this, if Boeing were to push the Boeing NMA in time, the NMA could be a potential profit to Boeing if they were to proceed with the development, as there are a lot of airlines that has the tradition of sticking with Boeing planes like Southwest and American, and they will be willing to opt for a Boeing aircraft with a similar range and payload as that of Airbus. Especially airlines like Southwest, where they opt for an entirely Boeing fleet throughout it's airline's history. The Boeing NMA project could really be Boeing's project to bounce back into the market!

Overall, the Boeing 737 MAX situation has really affect Boeing over the past few years quite a lot, and even with some countries lifting regulations ban, the plane will still take quite a while to be completely recertified, not to mention passengers and airlines having safety concerns over it. That's why a new clean-sheet design like the Boeing NMA could really boost the safety reputations of Boeing and possibly launch the manufacturer into the dominating market again, directly competing with the A321neoLR/XLR line made by Airbus.