

At the same time, the *Financial Times* pushed indirectly for a linkage with the U.S., by lying that:

So far, there is little political, and even less, manufacturing, cohesion in the European aerospace industry on the future of the civil side, contrasting sharply with the highly organised military collaborative programmes that do exist. The big exception is the Hawker Siddeley participation in the European Airbus, the one rock around which many in the UK feel a future new European civil partnership could and should be built.

In fact, as we will indicate below, it was only the British role in Airbus that was not cohesive.

From that point on, the British press waged a thorough campaign to convince the French and West Germans, the two largest partners in Airbus Industrie, that the U.K. was likely to "go Boeing" (or

otherwise U.S.) unless Airbus established a codominant role for Britain. At the same time the press tried to scare the U.S. — primarily Boeing — with the threat that Britain would join Airbus and gobble up chunks of the U.S.-dominated world commercial market.

How Britain Went After Boeing

A spokesman for British Aerospace suggested recently that Boeing's posture on the 757 program was essentially a *defensive* one. Of Boeing's three projected planes, he argues, this was the riskiest, since the jump in air traffic over the past year might now be putting a premium on larger planes (the 757 is the smallest of the 767-777-757 threesome) to handle the load. Moreover, he said, the manufacturer was

The New Generation of Jets

The first generation of commercial jets (starting with the Boeing 707 in 1958) were largely internally financed, although previous military experience was useful — contrary to Boeing's testy insistence that the two programs were totally unconnected. These jets, both Boeing's and Douglas's, emerged into a booming air travel market in the 1960s.

But the situation reversed with the emergence of the "jumbos." Here the manufacturers were forced to demand much larger and earlier down payments from the buyers, and even so took heavy initial losses with the recession of the early 1970s refracted through the impact of a combined falloff in air travel and in government-sponsored research and development programs.

The new generation of jets, while not embodying any

radically new technologies, are nonetheless an expensive proposition, and it has not been clear that airlines can carry much of the finance bill. The past year in air travel has been much better than originally expected, but continued adequate revenues are still not guaranteed. Hence all manufacturers have been jockeying with other manufacturers to form development-and-production consortia; even the U.S. giants cannot go it alone.

The latest generation of jets is made up of "mini-jumbos," falling between the present wide-body planes and narrow-body jets in passenger capacity and planned to operate with greater fuel efficiency and less engine noise.

Here, some members of the older generation and the new:

The Old Generation of Wide-Bodies

Boeing 747	A wide-body "jumbo jet" seating 370. For many routes this plane is simply too large. Present-day smaller jets hold no more than 130 or so. Also by virtue of its size, the 747 has little in common with smaller models either in parts or tools.
Lockheed L-1011	A smaller wide-body, with passenger capacity in the 250 range. This model could serve as the starting point for deriving new mid-range craft.
McDonnell Douglas DC10	Similar to the Lockheed L-1011.

The New "Mini-Jumbos"

Airbus A300 B4	Airbus's basic model. This plane has already won a \$778 million order from Eastern airlines. Its top selling points: low noise and high fuel efficiency.
Airbus B10	Airbus's new launch. A scaled-down version of the B4, the B10 is therefore in significant part already developed. This has been a selling point in competition with the "paper planes" (drawing-board models) of Boeing's 7x7 series, which will be available later than will the B10.
Boeing 757	A narrow-body craft seating 160. Cooperation with British Aerospace was projected on this model.
Boeing 767	A wider-body plane with 180- and 200-seat version. United Airlines has ordered \$1.2 billion of the 767, and the size of that order will no doubt facilitate the parallel development of both the 767 and the 777.
Boeing 777	A three-engine equivalent of the twin-engine 767. It is primarily aimed at over-water airlines that feel safer with an extra engine.