

It's here.

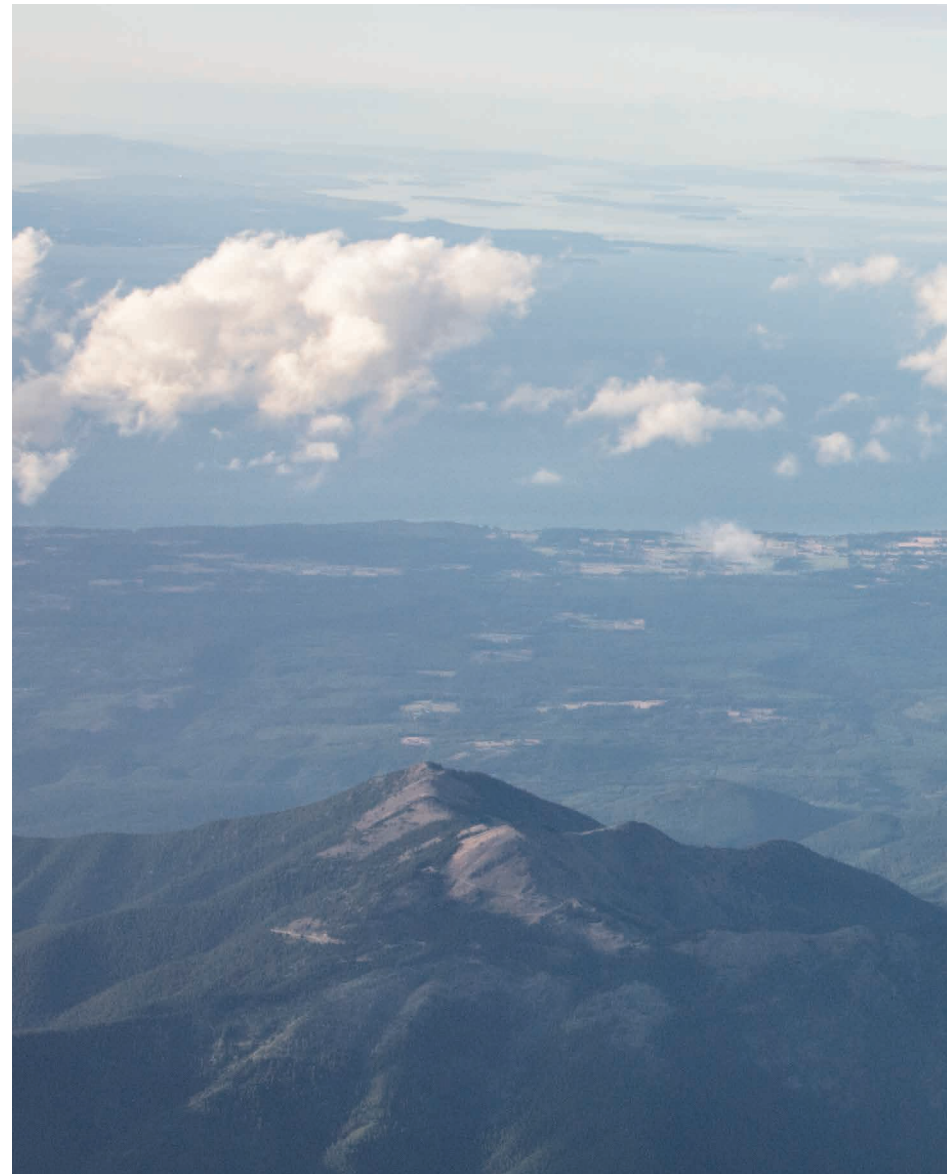
The Boeing 737 MAX 8 joins our fleet.



flydubai



- 04** The perfect partner
- 06** The story of the 737 MAX
- 08** MAX facts
- 12** The MAX business seat
- 24** The MAX economy seat
- 32** The Boeing Sky Interior





The perfect partner.

From the outset our aim has been to take more people, to more places, more often, opening up a world of opportunities for the two and a half billion people within our geographic reach. For this task, the Boeing 737 was the perfect partner. The aircraft is quiet and reliable, has a strong safety record and impressive fuel efficiency.

To date the Next-Generation Boeing 737-800 has helped to drive the airline's rapid expansion. Now the Boeing 737 MAX 8 is here, there are even more opportunities for flydubai to expand its network, to add frequency to high density routes, and to serve more cities in countries where there is demand for direct links to Dubai.

The introduction of the MAX into our fleet also supports our ambition to continually evolve and exceed the expectations of our passengers, who demand convenient and reliable travel services, as well as an unrivalled onboard experience.



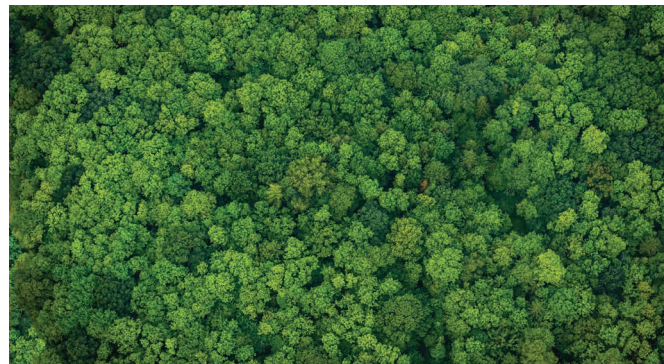
The story of the 737 MAX.

The world is constantly calling for travel that's friendlier to the environment, that uses less fuel and lowers emissions, that creates quieter, more peaceful surroundings for airports, and that brings opportunity to everyone through more affordable air travel. Boeing's solution was to take a powerful step forward in airplane engineering and develop the 737 MAX.

The result is a new airplane that offers the largest ever gains in fuel efficiency, a smaller-than-ever carbon footprint, trustworthy performance, and a passenger experience that's filled with pleasant surprises from start to finish.







MAX facts.

Fuel efficient

The 737 MAX has been designed with efficiency in mind, so it uses significantly less fuel per seat than the original Next-Generation 737.

Environmentally friendly

The 737 MAX is a friend to the environment through reduced carbon emissions, estimated to be as much as 50 percent below international limits for nitrogen oxides.

Noise reduction

The 737 MAX incorporates the latest quiet-engine technology, reducing the noise footprint of the aircraft when comparing it with the Next-Generation 737.



Advanced technology

The 737 MAX employs the most advanced engine in the world: CFM International's LEAP-1B. It partners 787 engine technology with the legendary reliability of the CFM56.

Efficient design

The 737 MAX has aerodynamic updates, including a new winglet design to take advantage of natural laminar flow and thereby improve fuel efficiency.

Flying excellence

The 737 MAX has a state-of-the-art flight deck, which provides the foundation for expanding capabilities in navigation and data management for many years to come.



The MAX business seat.



The business seat on board our 737 MAX aircraft takes comfort to a new level; it's been tailor-made for flydubai to offer business passengers an exceptional travel experience.

In the business class cabin, passengers not only enjoy space and privacy, they can get some serious shut-eye with a fully flat bed.

In the design of the seat, every detail has been considered. Whether passengers want to work on board, enjoy something to eat, catch a movie or simply get some well-earned rest, the MAX business class seat is packed with unique features for outstanding comfort and convenience.

Space & privacy

In the flydubai MAX business class cabin, passengers enjoy a spacious environment on board. But as well as space, passengers also enjoy privacy in the cabin; the high, curved shell surrounding the back of the seat provides a sense of seclusion, so passengers can really unwind and relax during their flight.

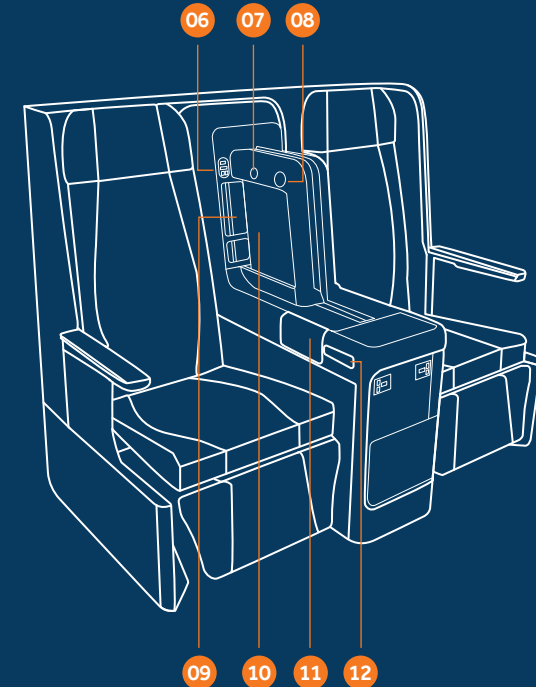
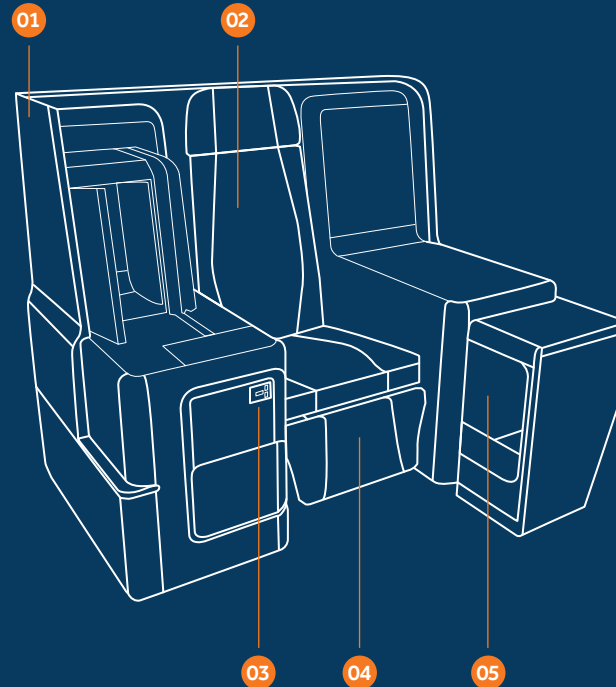
Cosy & comfortable

The very best materials have been used to craft the MAX business class seat, creating the comfort of home in the air. The lushly-textured seat fabric is made using the highest quality textiles and is complemented by a soft leather headrest. And with soft, dark fabric covering the interior seat shell and sumptuous carpet underfoot, the business class cabin couldn't feel cosier, especially when it's time to get some sleep.



Facts & figures

- 01 Seat shell height: 46" for maximum privacy
- 02 Fully lie-flat seat: 78" from top to bottom
- 03 Universal power point for charging devices
- 04 Independently adjustable leg-rest
- 05 Additional stowage space
- 06 High-power USB port & headphone socket
- 07 Retractable hook for headphones
- 08 Built-in reading light with swivel angle
- 09 Illuminated compartment for water bottle
- 10 Stowage space for small laptops & tablets
- 11 Bespoke compartment for TV controller
- 12 Easy-to-use control unit to position seat







Getting down to business

Sometimes our passengers need to get down to business when they're on board, so the MAX business class seat has been designed with this in mind. The tray table, neatly stowed behind the seat's business panel, is large and stable, ideal for a laptop or tablet, and with a universal power point located at the front of the seat for easy access, devices can stay charged throughout the flight.

Dining on board

The large tray table is also perfect for dining. Business class passengers are offered delicious hot meals from our international menus on flights over 90 minutes, and lighter cold meals are offered on shorter flights. And for refreshments and snacks, available on demand throughout the flight, the space provided by the seat's built-in cocktail tray is ideal.





That's entertainment

When it's time to kick-back and relax, there are hours of blockbuster movies and popular TV shows to watch.

Every MAX business seat has a 15.6-inch 1080p HD built-in touchscreen for an immersive inflight entertainment experience. Even the screen surround has been designed using dark, low-shine materials to minimise glare and enhance the viewing enjoyment of passengers.

Passengers can be in total control of their entertainment experience when they're on board. As well as being able to select programming using the touchscreen, there's also a sleek, glass-fronted TV controller, which is stowed in a bespoke compartment in the arm of the seat.

Because the controls are illuminated, they're easy to see at any time during the flight. And when not in use, the controller simply retracts back into the compartment out of sight.





Time for bed

If passengers want to get some sleep during their flight, the MAX business seat can quickly and easily be converted into a bed.

When fully reclined, the seat is totally flat and measures 78 inches from top to toe, so even the tallest passengers can stretch out and get comfortable before dozing off. Plump pillows and soft blankets are also provided to ensure passengers stay cosy and snug while they sleep.

In control

Each seat has an easy-to-use control unit set within the arm of the seat, so passengers can position it for their personal comfort, whether they're looking to relax, dine, watch a movie or catch up on some sleep.

While one pair of buttons takes the seat from an upright position to fully-flat and back, the other pair of buttons allows the leg-rest to be independently adjusted up or down.

There's also a button to switch off the individual seat lighting when it's time to sleep. And because the control unit is gently illuminated, it's always easy to see, regardless of the lighting in the rest of the cabin.



All in the detail

No details were overlooked when designing the business cabin for the 737 MAX. Space is maximised and clutter is minimised, and there are numerous small features which bring new levels of practicality to the cabin environment.

For example, on the seat's console, there's a retractable hook for headphones, which can conveniently be plugged into a socket directly adjacent to the seat's headrest.

The seat's console also has useful stowage space for small laptops, tablets and other personal electronic devices, which can be charged from a USB port located next to the headphone socket.

There's also a small but powerful reading light built into the console with a swivel angle for use when the seat is positioned for working, dining or sleeping.

And there's stowage for a water bottle, so passengers can stay hydrated during the flight.





The MAX economy seat.



The economy seat on board our MAX aircraft is designed to optimise space and comfort for our passengers, so they can sit back, relax and enjoy their flight. In fact, our RECARO CL3710 seats are among the most comfortable seats available today and most commonly found on long-haul, wide-body aircraft.



Comfort on board

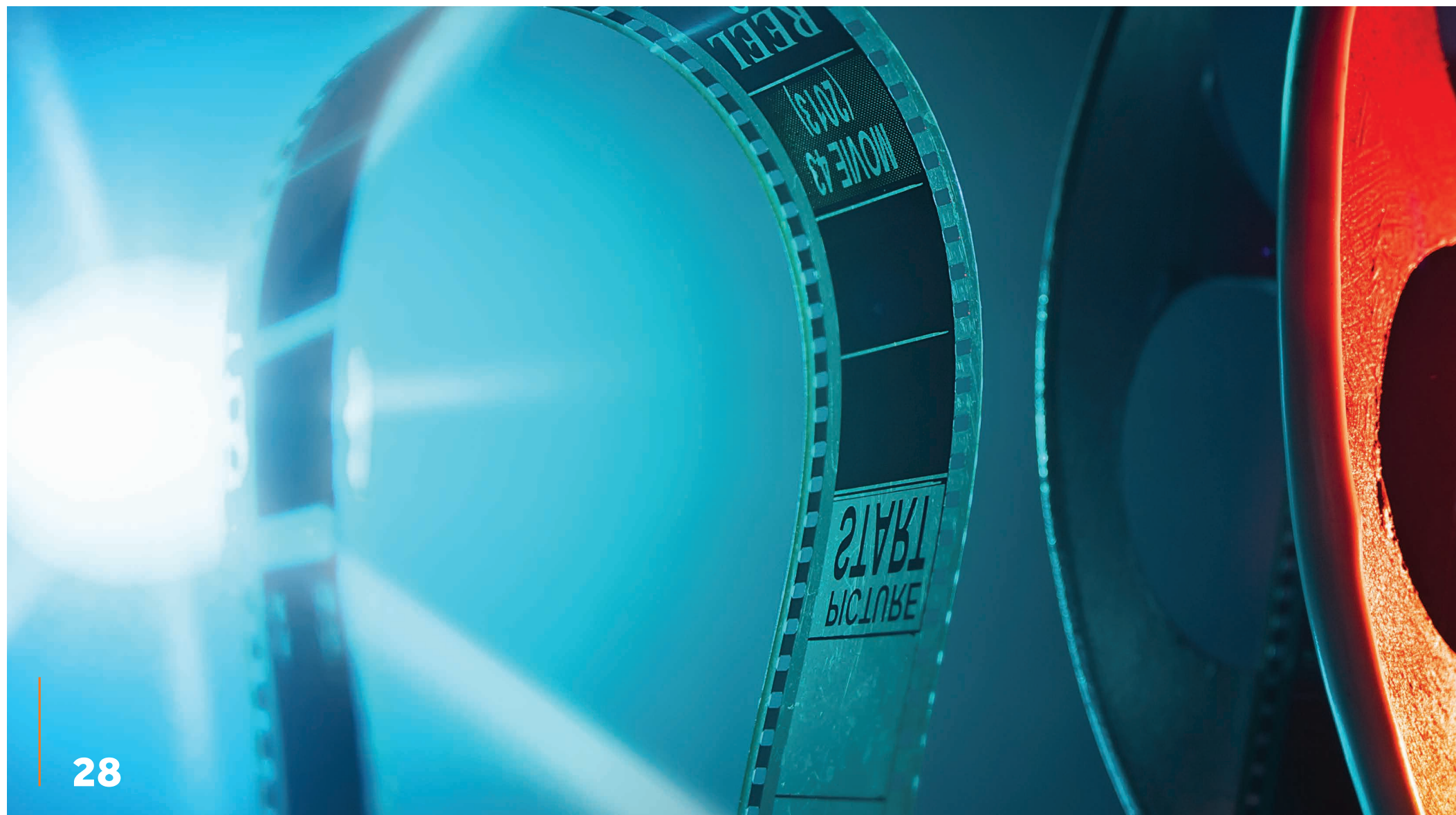
With generous pitch, gentle recline and a bottom cushion that adjusts for support and comfort, the design of the seat in the economy class cabin is just one of the reasons the travel experience with flydubai is hard to beat.

By investing in premium quality materials and innovative design, we ensure the comfort of our passengers is maximised regardless of the duration of their flight.

The space around the seat is also optimised by clever design. There's a bi-fold table neatly tucked away into the seatback. At half size it's perfect for resting a snack or drink, and at full size it's ideal for enjoying a pre-ordered meal or for setting up a laptop and getting down to work.

Also, if passengers need to stow small personal items, like a tablet or a mobile phone, the dual-pocket in the seatback has plenty of room.







Be entertained

Every economy seat is fitted with an individual touchscreen, so passengers can stay entertained when they're on board. And because the 11.6-inch screen is fully HD, with a very high pixel density, the quality of the inflight entertainment experience is exceptional.

The system is packed with the very best entertainment: blockbuster movies, hit TV shows, music, games and lots more. And there's content available in English, Arabic and Russian, so everyone can stay entertained, including younger flyers with hours of entertainment dedicated just to them.





Watch & rest

If passengers want to watch films or TV shows they've downloaded to their tablet or phone before the flight, but the device needs charging, every seat has a high-power USB port to do just that.

If passengers simply want to nap or doze during their flight, the seat's leather headrest can be adjusted in any number of ways to give great head and neck support.

Eat & shop

There's also a great range of tasty snacks available to purchase during the flight. And on most routes, passengers can pre-order a delicious hot meal for their journey up to 48 hours before they fly.

And if they want a little retail therapy while they're on board, passengers can browse through the duty free magazine.





The Boeing Sky Interior.

It's not just the design of the seats that makes the cabin feel inviting; the Boeing Sky Interior itself is an invitation to experience flight in a more relaxing, inspiring, liberating way. The smooth-flowing lines and gently-sculpted sidewalls of the aircraft interior create a soothing sense of spaciousness, making the cabin instantly welcoming.

When it's time for passengers to stow their hand baggage, the overhead lockers, which are easy to reach, open simply and effortlessly. And while locker space is maximised through clever design, when they're closed, the lockers move back up and away to give passengers optimum headroom.

And throughout the flight, the cabin's innovative lighting system can be adjusted to create the right mood for every stage of the journey, whether passengers are having a bite to eat, watching a movie or taking a snooze.





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