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## Boeing 737 MAX, the plane that fails to fly

The problems of the American manufacturer's star series give wings to its European competitor. Airbus breaks sales record and gains prestige

ZIGOR ALDAMA NOTICE / UPDATED 21/1/2024 TO 05:00







An American Airlines Boeing 737 Max 8 aircraft. Efe

The Boeing 737 MAX is gaffe. That's the most benign reason to explain what's going on with the US manufacturer's star plane. The one that led to two tragic accidents in Indonesia and Ethiopia before all their units were withdrawn for 20 months. And the same one that now, after his authorization to fly again, his wings are cut again after the incident on the 5th when a door flew 5,000 meters high.

Benigna because there is another explanation that is gaining more strength: that Boeing has been lowering its quality standards until it puts at risk the safety of those travelling on board its aircraft. The company's own CEO, Dave Calhoun, has acknowledged that an episode like the one suffered by Alaska Airlines "should never happen."

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However, it is already expected Ed Pierson, a former employee who in 2018 gave the alarm about the problems in manufacturing the MAX, the series created to renew Boeing's best-selling model. "Unfortunately, what happened is not a surprise," he repeats whenever asked. "There have been more than twenty production defects," he says, pointing to the company's leadership.

Calhoun has been forced to admit that the latest accident has been due to "a quality problem." Not only because the anchors of the gateways have not worked well - the authorities are investigating even if they were installed - but because that plane was allowed to fly. "We will do everything we can to ensure that something like this does not happen again," the manager promised, aware that any false step at this point can sweep Boeing's future.

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### **Record in Toulouse**

The great beneficiary of this situation is, of course, Airbus. **Especially because the accident coincided with the one that suffered a Japan Airlines A350 during the landing in Tokyo, when it collided with a small Dash-8 of the Japan Coast Guard** that was improperly parked on the runway. Although it has become the first device of this model to be completely destroyed, the behavior of its materials and its design during the fire facilitated the safe evacuation of all passengers and has earned the manufacturer all kinds of praise.

These are details that reach the brand. The sales of the European consortium - firmly and optional - exceeded those of its American competitor in 2023 for the fifth consecutive year. Moreover, the Toulouse-based company broke its record thanks to a swearing end of the year, in which it closed agreements with Turkish Airlines, EasyJet and Lufthansa. **These figures bring the annual total to about 2,000, above the 2014 peak.** By comparison, Boeing placed 1,200 of its aircraft, although it scored somewhat relevant by getting Emirates' commitment to acquire 95 of its double-haul models. Despite this, the advantage in the devices delivered is also relevant: according to AirInsight data, Airbus beat by score with 728 units to 524.

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The air sector is recovering better than expected after the shawl of the pandemic. In fact, demand is so high that airlines have reversed their plans to definitively remove the Airbus A380, the largest in-service passenger aircraft, and have begun dusting them to take off again. It is a bonanza that will not reactivate the production of this giant capable of transporting 800 passengers, but it does reflect the appetite to increase the fleet. And Boeing had the 737 MAX series to give this juicy market a bite.

### A problem of transparency

If it flies it's one of the most profitable, but if they leave it on land it's a ruin. That's what's happening to the MAX series, a product, according to many analysts, of a hasty design. **Their origins have to be searched in 2011, when American Airlines, one of Boeing's best customers**, decided to acquire the Airbus 320 Neo. The European manufacturer had a more attractive product for its best economy, and Boeing had ruled out designing a replacement for the veteran 737 because it was absorbed in solving the problems of its new model, the 787. **The initial idea was to develop a new one-off aisle plane to compete with Airbus in better shape**, but American Airlines soup forced an abrupt change of course: in Seattle they decided to create an MAX version of the bestselling.

The goal was to win in the economic variables to rival the Neo. Its design includes new engines that must be placed later to prevent them from crashing to the ground. **That causes the plane to have a tendency to turn up** the **nose** and, therefore, Boeing introduced an automatic 'software' system that offset that inertia. Thus, a pilot of any 737 could fly an MAX with minimal training.

On paper, the solution seemed great. The problem is that Boeing did not warn anyone of the existence of that system and the pilots were unaware of how they should act if the 'software' failed, as happened in the tragic accidents of Lion Air and Ethiopian. It was virtually impossible for them to be saved when problems with the sensors drove the aircraft they were driving. Logically, when what was happening was known, the scandal broke out, also splashing on regulators who had given up their responsibility, and the MAXs were left on the ground for more than a year and a half.

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# The market changes with the arrival of the Chinese manufacturer

The problems that Boeing suffers did not boot with the hasty development of the MAX series, but with the program to develop the successful 787 'Dreamliner'. Shortly after its entry into service several fires in its lithium batteries caused all of them to be removed from service in 2013. In 2019, factory workers in South Carolina reported that quality controls were being skipped to produce faster. Thus the **image of a brand that became hegemonic and that must now settle for a** 

| of one of Boeing's main customers and Airbus: Chinese state airlines, for which the political variable is as important as the economic one.                    |  |
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