

Gol Intelligent Airlines Inc.
Form 6-K
January 23, 2007

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 OF THE
SECURITIES EXCHANGE ACT OF 1934

For the month of January, 2007

(Commission File No. 001-32221) ,

GOL LINHAS AÉREAS INTELIGENTES S.A.
(Exact name of registrant as specified in its charter)

GOL INTELLIGENT AIRLINES INC.
(Translation of Registrant's name into English)

Rua Tamoios 246
Jardim Aeroporto
04630-000 São Paulo, São Paulo
Federative Republic of Brazil
(Address of Registrant's principal executive offices)

Indicate by check mark whether the registrant files or will file
annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the
information contained in this Form is also thereby furnishing the
information to the Commission pursuant to Rule 12g3-2(b) under
the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicated below the file number assigned to the
registrant in connection with Rule 12g3-2(b):

GOL Maintains Leadership and Innovation in E-commerce Sales 2006

São Paulo, January 23, 2007 GOL Linhas Aéreas Inteligentes (NYSE: GOL and Bovespa: GOLL4), Brazil's low-cost, low-fare airline, finished 2006 as one of the largest e-commerce companies in Brazil, effecting R\$ 3.7 billion in gross ticket sales through its website, www.voegol.com.br. Internet sales accounted for 82% of the Company's R\$ 4.6 billion total gross sales during 2006. Gross operating revenues from passengers flown in 2006 were approximately R\$ 3.7 billion, and total net operating revenues were approximately R\$ 3.8 billion.

GOL revolutionized the Brazilian air transportation market by eliminating the use of the traditional paper ticket. Online ticket sales have not only reduced the Company's distribution costs, but also simplified the travel process for passengers: in addition to purchasing tickets, passengers can check-in and change flight reservations online. Our e-commerce platform is essential to improving on the low-cost, low-fare concept, and we will continue to encourage our customers to use our website as a helpful tool for their travel needs, says Tarcísio Gargioni, Vice President of Marketing and Services at GOL.

Part of GOL's online sales success is due to the simplicity and accessibility of the sales channel. The Internet is an economical, practical and fast way to purchase tickets for any of GOL's destinations in Brazil and South America. Travel agencies have also played a large part in the success of the online sales channel, which offers access to new markets, increased productivity and reduced costs. In the fourth quarter of 2006, GOL's website registered an average of 1.5 million unique visitors per month, a 50% increase over the same period in 2005.

Among the options offered in GOL's Webservices platform are web check-in (via Internet for passengers with hand-luggage only, the customer can check in up to one hour and a half before flights), on-line changes up to 24 hours before flights, online ticket purchases through the website www.voegol.com.br and check in and ticket purchase by cell phone.

About GOL Linhas Aéreas Inteligentes

GOL Linhas Aéreas Inteligentes is one of the most profitable and fastest growing low-cost, low-fare airlines in the industry worldwide. GOL provides frequent service on routes connecting all of Brazil's major cities as well as primary destinations in Argentina, Bolivia, Chile, Paraguay and Uruguay through its more than 600 daily flights to 55 major airports. GOL offers daily flights to more destinations in Brazil than any other domestic airline while providing customers with the most convenient flight schedules in the country. GOL operates a young, modern fleet of Boeing 737s, the safest and most comfortable aircraft of its class, with low maintenance, fuel and training costs, and high aircraft utilization and efficiency ratios. In addition to safe and reliable service, which stimulates GOL's brand recognition and customer satisfaction, the Company's single class of service is recognized as the best value proposition in the market. GOL's growth plans include increasing frequencies in existing markets and adding service to additional markets in both Brazil and other high-traffic South American travel destinations. GOL shares are listed on the NYSE and the Bovespa. GOL: here everyone can fly!

For more information, flight times and fares, please access our site at www.voegol.com.br or call: 0300-789-2121 in Brazil, 0810-266-3131 in Argentina, 800-1001-21 in Bolivia, 0004 055 127 in Uruguay, 009 800 55 1 0007 in Paraguay, 1 888 0042 0090 or 1230 020 9104 in Chile, 0800 52 900 in Peru and 55 11 2125-3200 in other countries.

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This release contains forward-looking statements relating to the prospects of the business, estimates for operating and financial results, and those related to growth prospects of GOL. These are merely projections and, as such, are based exclusively on the expectations of GOL's management concerning the future of the business and its continued access to capital to fund the Company's business plan. Such forward-looking statements depend, substantially, on changes in market conditions, government regulations, competitive pressures, the performance of the Brazilian economy and the industry, among other factors and risks disclosed in GOL's filed disclosure documents and are, therefore, subject to change without prior notice.

