



AIDA Cruises takes delivery of new flagship AIDAprima

March 14, 2016

Additional short cruise to start from Hamburg from April 25, 2016 onwards / Christening on May 7, 2016 by Emma Schweiger

On March 14, 2016, AIDA Cruises took delivery of its first newbuild of a new ship generation from Mitsubishi Heavy Industries Ltd. (MHI) in Nagasaki during a formal ceremony. In the presence of Michael Thamm, CEO of the Costa Group, and Felix Eichhorn, President AIDA Cruises, AIDAprima was handed over to the cruise line by Shunichi Miyanaga, President and CEO, and Yoichi Kujirai, President and CEO, Commercial Aviation & Transportation Systems MHI. The ship has left Nagasaki today towards Hamburg. AIDAprima, the 11th ship in the AIDA fleet, will be christened by Emma Schweiger on May 7, 2016, in front of an audience of millions as the climax of the 827th HAMBURG PORT ANNIVERSARY.

"AIDAprima is the first ship of an entirely new AIDA product family. With creativity and great innovativeness, our team has managed to implement our high standards in terms of product quality and environmental friendliness in an exemplary and impressive way. We are extremely pleased with the successful design of the ship, and look forward to welcoming guests aboard her, who are going to be equally impressed," said Michael Thamm, CEO Costa Group, on the occasion of the ship's handover.

Felix Eichhorn, President AIDA Cruises: "20 years ago, AIDA launched its concept of modern cruising. With our new flagship and the three newbuilds to follow, the company will continue to provide important growth impulses for the German cruise market. We are once again charting new territory by being the first German cruise line to offer cruises starting from Germany the whole year round. I am convinced that we will reach new guest groups with our unique variety of offerings aboard AIDAprima."

Shunichi Miyanaga, President and CEO MHI, commented: "We are proud to deliver AIDAprima, the first of a new generation of energy-efficient cruise ships superbly equipped to provide a fantastic cruising experience for passengers."

From April 30, 2016, Hamburg will be the home port for seven-day round trips to Western Europe's most beautiful metropolises such as London, Paris, Brussels, and Amsterdam.

Before the first metropolis cruises get officially underway, AIDA Cruises is offering an additional 4-day short cruise from Hamburg to Southampton/London and back from April 25 to 29, 2016. This exclusive cruise can be booked from EUR 499 p.p. in an interior stateroom (AIDA PREMIUM rate incl. EUR 50 Early Saver discount).

Further details on the christening of AIDAprima will be presented soon. The new short cruise as well as all further offers from the AIDA Cruises vacation world can be booked via www.aida.de, travel agencies, or the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

Rostock, March 14, 2016

About AIDA Cruises:

AIDA Cruises is one of the fastest growing and economically successful tourism companies in German and currently

employs around 8,000 personnel from 40 countries, with 7,000 of these working on board and the remaining 1,000 at the company's main offices in Rostock and Hamburg. With 11 cruise ships at present, AIDA operates and markets one of the most modern and environmentally friendly fleets in the world. The vessels are operated according to the highest international quality, environmental and safety standards. By 2020, the AIDA fleet will grow to 14 ships.

Technical data AIDAprima:

Shipyard:	Mitsubishi Heavy Industries Ltd., Nagasaki
Keel laying:	June 30, 2013
Commissioning:	March 14, 2016
Length:	300 meters
Width:	37.6 meters
Max. draft:	8.00 m
Gross tonnage:	124,100 GT
Number of staterooms:	1,643
	32 suites
	1,101 veranda staterooms:
	198 oceanview staterooms:
	312 interior staterooms:
Restaurants:	12
Bars:	18
Crew members:	over 900