



## Press Release

### **After modernization, AIDAcara embarked on a voyage to South America**

#### **AIDA Cruises invests 10 million Euros among others into the redesign of the passenger area and pre-installation for a new filter technology**

From October 7 to October 19, 2013, AIDAcara, the parent ship of the AIDA fleet, was modernized at the Lloyd Werft in Bremerhaven for a total of around 10 Million Euros. The completely redesigned Calypso restaurant is just one of the highlights. Teens and fans of edutainment events can look forward to the new Cara Lounge. Art lovers will truly enjoy the new gallery. In the nautical technology field, all regularly scheduled maintenance was carried out and all preparations were completed for AIDAcara to receive a comprehensive emission-reducing filter system onboard.

The Calypso Restaurant and the adjacent Lambada Bar on AIDAcara were modernized. Palm trees, umbrellas, new furnishings and vibrant Caribbean colors create a holiday atmosphere. An intelligent utilization of space made room for additional seating and even more comfort in the Calypso Restaurant. Live cooking areas, a pizza station and - provided there is still room left for desert - a soft ice cream machine are among the culinary highlights.

Another novelty is the Cara Lounge on deck 9. It is an exclusive retreat for teenagers. Comfortable bean bags are perfect for a wonderful time to relax. With various multimedia devices, e.g. Nintendo Wii, there is lots of game, fun and action. At the same time, the Cara Lounge is also the place for edutainment events such as art or photo workshops. The stylish atmosphere with pop art graphics and attractive color schemes in orange, red and pink provides the perfect surrounding for creative ideas.

The new AIDA art gallery is a magnet for friends of modern art. In addition to well-known painters such as James Rizzi, Romero Britto, Udo Lindenberg or Feliks Büttner, many works of young artists are part of the ever changing exhibit. Art auctions with "blind date" auctions offer an exciting entertainment with flirt character.

A team of photographers will document the most memorable vacation moments on AIDAcara also in the future. What is new is the individual order option for the photos. It uses a touch monitor with facial recognition software.

Even the cabins underwent a modern facelift. They were equipped with flat screen TVs and new phone systems with baby phone option. In addition, 2,500 square meters of new carpet were installed in the passenger area alone.

On October 20, 2013, AIDAcara wished Germany farewell for this season. From Hamburg, the ship heads for the Canary Islands, from where it will embark on the Trans-Brazilian cruise on November 1, 2013. AIDAcara will spend the winter in South America. Until early March 2014, various 14-day-cruise programs are offered departing from Santos/Brazil or Buenos Aires/Argentina.

Further information about traveling aboard AIDAcara is available at travel agencies, under [www.aida.de](http://www.aida.de) or from the AIDA customer service center under the phone number +49(0)381-2027-0707.

Rostock, October 21, 2013

Released by:  
AIDA Cruises  
Am Strande 3d I 18055 Rostock  
Ph.: +49(0)381-444-0  
Fax: + 49(0)381-444-8888  
[www.aida.de](http://www.aida.de)

Communication:  
Hansjörg Kunze  
Vice President PR & Communication  
Ph.: +49(0)381-444-8020  
Fax: + 49(0)381-444-8025  
[presse@aida.de](mailto:presse@aida.de)