



Press Release

AIDAprima: The New Flag Ship of German cruise industry AIDA Cruises is the first cruise line to offer cruises departing from Germany all year round.

The new flag ship of AIDA Cruises will be christened in 2015 with the name AIDAprima. AIDA Cruises is the first cruise line to have a ship setting sail from a German port all year round. Starting on June 20, 2015, Hamburg will be the departure and arrival point for AIDAprima on its seven-day round-trip voyages visiting the metropolises of Western Europe.

"2015: REDISCOVER CRUISING!" – that is the motto with which AIDA Cruises is introducing initial details about the ships of the new AIDA generation.

"AIDAprima will usher in a new age of cruising," according to Michael Ungerer, President AIDA Cruises on the occasion of the presentation of the new ship generation in Hamburg. "Encouraged by the desires of our guests, we are constantly thinking beyond the horizon. Our new flag ship offers more room, more variety, more individuality than ever before."

In 2011 after a worldwide call for proposals, the Rostock cruise line entrusted Mitsubishi Heavy Industries Ltd. with the construction of its two innovative ships of the next AIDA generation. The structurally identical new constructions have 124,500 GRT, are 300 meters in length and 37.60 meters wide with space for around 3,300 passengers, and will be delivered in March of 2015 and March of 2016 respectively.

Vacation with guaranteed sunshine - 4 Elements and AIDA Beach Club

On board AIDAprima, you're not dependent on the weather. With its multifaceted world of experiences, the ship will remain a sought-after destination 365 days a year.

The elements of water, air, earth, and fire inspired the design of the new activity deck, with the "4 Elements". Enjoy fast-paced fun on the two water slides of the AIDA Racer, let yourself be carried away by the Lazy River, scale climbing walls in the airy heights, pursue trendy ground-level sports on a lavish sports deck, or view games and cheer on your favorite team live on an enormous LED wall. The new 4 Elements is all about action, sports, and fun for the whole family. So that everyone can enjoy themselves just as their hearts desire each day of the year no matter the season, the 4 Elements has an expandable membrane roof that frees it from the restrictions of the weather outside. For the very first time, there will be an AIDA Mini Club providing childcare for children 6 months of age or older in addition to the offerings of the Kids and Teens Club.

In the AIDA Beach Club you can dream under the palm trees and let your mind wander beside the pool. Under a UV-permeable membrane dome that is almost invisible to the eye, you can enjoy a relaxed beach atmosphere. AIDA Beach Club opens in the evenings for beach parties with the AIDA Bar at the center of all the action. At the same time,

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the membrane dome serves as a projection surface for a virtual starry sky or mesmerizing laser shows.

The lanai deck is meant to be reminiscent of the classic promenade decks. This newly designed deck with small outer pools, relaxation zones, and a promenade was named after the Hawaiian island of Lanai.

Glass elevators that connect the outer areas with each other as well as a glass skywalk at a height of 45 meters at the stern of the ship are other highlights of AIDAprima.

The new Body & Soul Organic Spa surprises with its new organic forms. A wellness landscape with different saunas, various indoor and outdoor pools, a tepidarium, or a fireside lounge room beckon you to partake in complete relaxation.

The new AIDA Plaza with its multitude of shops and bars transforms into a lively stage for street artists and a convivial meeting place on board.

At the heart of the entertainment facilities is the expanded Theatrium, outfitted with a brand new circular stage, the most modern LED technology, aerial performance equipment for unique artist shows, and an interactive floating globe.

Individuality from prow to stern – the new stateroom concept

AIDAprima has 1,643 staterooms and a selection of 14 different stateroom variations is available. The new stateroom concept will offer AIDA guests even more room for individuality and service.

The classic balcony stateroom has changed to a veranda stateroom thanks to a 6 m² sunning area with room for up to two sun loungers. Of course the design and setup of the between 20 and 25 m² veranda staterooms are held to the highest standards. Walk-in closets, two bathrooms, or a comfortable sofa that can be transformed into an additional bed in the blink of an eye offer even more room in the category of comfort and complete the luxury normally only expected from suites.

Also new are the lanai staterooms with a winter garden and large veranda off the lanai deck (Deck 8). The doors to the lanai stateroom's winter garden can be opened all the way and transform the private vacation sphere into a 32 m² sunny paradise.

Anyone who chooses one of the 36 panorama staterooms can preside over a new patio deck uninterrupted while basking in the exquisite ambiance of the sea. Guests staying in the panorama staterooms and suites have exclusive access to the new patio deck, whose sphere of relaxation beckons with its protected sunny area and private water landscape. From the Patio Bar on Deck 16 at the bow of the ship, you can enjoy the same view as the captain.

Everything is plentiful in the 32 suites on board AIDAprima. Up to 53 m² of living space or a private sun deck up to 82 m² in size, a separate bedroom, a king size sofa bed, two bathrooms, and a walk-in closet are available in the various categories. Suite guests can enjoy private and exclusive offerings in the new AIDA Lounge, which also features concierge service of course.

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Feast and savor all the way to the horizon - bars and restaurants

The restaurant concept on board AIDAprima has seen considerable new developments. Thirteen restaurants will take you on a culinary world tour. Besides the AIDA classics such as the Markt Restaurant, Bella Donna, or the East, Fuego will be an additional buffet restaurant for the whole family right next to the 4 Elements.

The selection of service restaurants, all of which require a reservation in advance, has also been expanded. In French Kiss, AIDA chefs will be serving up specialties from the French kitchen. Casa Nova offers the finest Mediterranean cuisine in the ambiance of a Venetian villa. Also celebrating a first is the AIDA cooking school. After purchasing exquisite ingredients together at local markets, the AIDA chefs will share their secrets during interactive cooking classes for select menus.

The "Scharfe Ecke" is perfect for satisfying little cravings between meals with its various currywurst specialties.

The 18 bars on board AIDAprima make ideal meeting spots for exchanges about experiences or for making new friends. New bars on board include the exclusive Spray Bar over two decks at the bow of the ship operated in cooperation with Moët & Chandon or the Lanai Bar protected from the wind at the stern on Deck 8. Other highlights include the nightclub Nightfly and the club D6. The M Bar or Tapas & Bar also surprise guests with their new concepts. Upon request, small specialties are also available and they can be made to go in the M Bar.

New technology and the environment

The new generation of AIDA ships is setting new standards in terms of environmental protection. A comprehensive filter system to reduce exhaust is being installed in the new ships currently under construction. "With this yet unrivaled exhaust treatment technology, we are able to filter and thus reduce by between 90 and 99 percent of all three significant emissions, namely soot particles, nitrogen oxide, and sulfur oxide, for the very first time.

A completely new kind of hull design increases energy efficiency considerably. Another first for the cruise industry is the use of the Mitsubishi Air Lubrication System (MALS). This modern technology allows the ships to glide on a carpet of air, thereby further reducing fuel usage. The latest in pod drive technology also contributes significantly to the decrease in fuel usage. Ships of the new AIDA generation will be the first passenger ships to be outfitted with dual fuel engines and can also be powered almost emissions-free with liquefied gas regardless of availability in the port.

Maiden voyage and metropolis journey

AIDAprima's maiden voyage from March 22 to June 16, 2015 will be an 86-day journey setting off for Hamburg from the Japanese city of Yokohama. AIDA guests will get to know 39 ports in 22 countries on three continents. The maiden voyage will cost 9,490 euros per person for an interior stateroom, 12,130 euros for an oceanview stateroom, and 14,090 euros for a veranda stateroom. (Rate of AIDA PREMIUM including early booker discount for bookings before 4/30/2014, limited availability)

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On June 20, 2015, the first of 52 seven-day journeys to be made by AIDAprima to the most beautiful metropolises in Western Europe will begin. London/Southampton, Paris/Le Havre, Brussels/Zeebrugge, and Rotterdam are stations on this captivating journey, which can be booked starting at 545 euros. (Per person in an inner stateroom/AIDA PREMIUM rate including early booker discount for bookings made before 4/30/2015, limited availability)

The catalog, as well as further information about AIDAprima, the maiden voyage, and metropolis journeys are available in travel agencies, in the AIDA customer center under the telephone number 0381/202 707 07, or on www.aida.de/neuegeneration.

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