

Press Contact

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MEDIA RELEASE

New vessel is to be named A-ROSA SENA

A-ROSA announces official name and unveils video and latest renders of the E-Motion Ship

Rostock, 10 August 2021 – A-ROSA’s groundbreaking, eco-friendly new ship which sets sail in May 2022 is to be named A-ROSA SENA. The name Sena is taken from the Arabic language and means ‘beauty’.

The ship is currently under construction at the Concordia Damen shipyard near Rotterdam. She will start sailing on the Northern Rhine on 21 May 2022, with a seven-night cruise from Cologne visiting Amsterdam, Rotterdam, Dordrecht and Antwerp.

The ship will feature an ‘E-Motion’ concept which is truly innovative and a first on the rivers. Its hybrid propulsion system combines a diesel engine and a separate electric engine, which is powered by batteries. This means that when approaching a port, the ship can switch to battery power, enabling it to arrive almost silently and emission-free.

A-ROSA has also released a video and new images of A-ROSA SENA. The new renders show one of the seating areas on the sundeck where guests can enjoy the river views, the elegant lobby which will welcome guests on board and the panorama lounge which will boast a stage and dance floor for guests to enjoy.

This will be the largest ship in the fleet and will be the first vessel on the Rhine to feature four decks, has a length of 135m, a width of 17.7 metres. It has been built from the outset with families and multi-generational groups in mind and will offer a range of impressive features such as a kids club room, family cabins and a kids pool.

Jörg Eichler, CEO of A-ROSA River Cruises comments: “We are so excited about the arrival of A-ROSA SENA next Spring. She will lead the way in sustainable river cruising and will open up river cruising further to the next generations. The new renders will give agents a taste of her look and feel and we really can’t wait to showcase her next year when she starts sailing.”

You can find a video of the A-ROSA SENA in the A-ROSA Newsroom at <https://www.rosa-cruises.com/river-cruises/company/press/videos.html>

Caption

Graphics: A-ROSA River Cruises

About A-ROSA

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe’s most beautiful rivers: the Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 12 premium ships, all of which combine the amenities of a hotel (quality entertainment programme, modern facilities) with the benefits of a cruise. On board, Premium all inclusive rate guests can enjoy varied buffets, high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. One of the highlights of the cruises is the opportunity to relax on the sun deck or balcony and watch the magnificent scenery drift by.

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The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest's needs. What's more, children aged 15 and under travel free. A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany and has sales offices in the UK and Australia.

Further information about the company as well as accompanying press material can be found at www.rosa-cruises.com/press