



## PRESS RELEASE



# SILVERSEA CRUISES ANNOUNCES NEW SHIP - THE SILVER MUSE, ARRIVING SPRING 2017

Silversea Cruises is happy to announce its new flagship, the *Silver Muse*, to be delivered in the spring of 2017



The new ultra-luxury ship is being built by Fincantieri and at 40,000 grt accommodates 596 guests, representing an exciting evolution of the *Silver Spirit* that will redefine ultra-luxury ocean travel, enhancing the small-ship intimacy and spacious all-suite accommodations that are the hallmarks of the Silversea experience.

The addition of the *Silver Muse* will expand Silversea's fleet to nine ships, and will once again significantly raise the bar in the ultra-luxury cruise market with a wealth of enhancements to the on board experience, while satisfying the uncompromising requirements for comfort, service, and quality of the world's most discerning travellers.

"We have always had a special relationship with Fincantieri, since my father ordered from them the first cruise vessels for Sitmar Cruises in 1987," said Manfredi Lefebvre d'Ovidio, chairman of Silversea. "Both companies have a clear understanding of what today's affluent traveller seeks, and each approaches the market with originality, creativity, and quality. The management team led by Giuseppe Bono has been exceptional in managing Silversea's project."

According to Enzo Visone, Silversea's CEO, "With enhanced design specifications and enriched content, the *Silver Muse* will continue to build on the sophistication, innovative style and ground-breaking concepts for which Silversea ships are renowned. This ship contributes to our ambitious growth plans that will ensure our continued leadership in ultra-luxury cruising."

"We're very pleased to once again partner with Silversea,"

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commented Giuseppe Bono, CEO of Fincantieri. "Silversea has shown remarkable dynamism and ability to achieve important results in this market. This project offers us the opportunity to develop creative solutions and set new standards for shipbuilding in the ultra-luxury segment, a segment in which Fincantieri has won every new order on the market in the past year."

Additional details and specifications on the new ship will be announced in the near future.

FOR MORE INFORMATION VISIT:

### **Notes to editors:**

Silversea Cruises, chaired by Manfredi Lefebvre d'Ovidio, is recognised as an innovator in the luxury cruise line industry and in 2015 launched inclusive shore excursions and WIFI on all Mediterranean cruises for the year. Silversea offers guests large-ship amenities aboard its intimate, all-suite vessels: *Silver Cloud*, *Silver Wind*, *Silver Shadow*, *Silver Whisper* and *Silver Spirit* – all designed to offer an atmosphere of conviviality and casual elegance. With the inclusion of the expedition ships *Silver Explorer*, *Silver Galapagos* and *Silver Discoverer* Silversea Cruises' itineraries encompass all seven continents and feature worldwide luxury cruises to the Mediterranean, Caribbean, both polar regions and over 800 fascinating destinations in between.

In the U.K, Silversea has been voted:

- "Best Small Ship Cruise Line" by readers of Condé Nast Traveller (11 times including 2013 & 2014)
- "Best Luxury Cruise Line" from Travel Bulletin Star Awards (8 times, including 2014)
- "Best Luxury Cruise Line" Irish Travel Trade Awards (2014)
- "Best Luxury Cruise Line" at UK's Travel Weekly Globe Awards (9 times including 2015)
- "Best Specialist Cruise Line" at TTG Awards (2013)
- "Best Luxury Cruise Line" by Scottish Passenger Association Awards (2004-2009, 2011, 2013)
- "Best Cruise Line" by The Guardian and The Observer Travel Awards (2009, 2010)
- "World's Leading Luxury Cruise Line" from World Travel Awards (2009, 2010)

