



REEDEREI PETER DEILMANN

PRESS RELEASE

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MS DEUTSCHLAND is the „German Ship London 2012“

MS DEUTSCHLAND visits London Docklands today (July 14) as part of a warm-up operation ahead of the Olympic summer next year – The luxury cruise liner is the largest ever known ship to visit London Docklands - In 2012, the “Floating Grand Hotel” will welcome partners of the German Olympic Team at West India Docks – Cooperation between DERTOUR and the German Olympic Sports Confederation

London / Neustadt, 14 July 2011. The MS DEUTSCHLAND, the Five Star Cruise Liner of the German Peter Deilmann shipping company, will be the official “German Ship London 2012”. In summer 2012, the MS DEUTSCHLAND will dock at the West India Docks (Canary Wharf), close to the German House London 2012 located at the Museum of London Docklands. The “Floating Grand Hotel” MS DEUTSCHLAND will accommodate partners of the German Olympic Team and other guests of DERTOUR. In addition, cabins can be reserved exclusively via the DERTOUR live catalogue.

There will be a close connection between the “German Ship London 2012” and the German House where athletes, economic partners, media and officials come together.

The MS DEUTSCHLAND will dock in London from 26 July – 13 August 2012, returning to Hamburg after the Olympic Games.

In the context of London 2012, Deilmann cruises works together closely with the official tour operator of the German Olympic Team, DERTOUR, and the DSM Deutsche Sport-Marketing, the marketing agency of the German Olympic Sports Confederation.

Konstantin Bissias, Deilmann CEO: “The cooperation in the context of the Olympic Games perfectly meets our concept of offering to our customers exciting settings and interesting topics of conversation. We are convinced that many of our customers do not want to miss the unique occasion of experiencing the Olympics at first hand.”

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