

Pressrelease

PRESS RELEASE

25.6.2013

Formula 1 World Arriving Onboard M/S Mariella

Viking Line is giving a real treat during the summer to motor-racing enthusiasts onboard M/S Mariella. Viking Line is bringing the atmosphere of genuine formula racing-cars to the waves of the Baltic Sea with a Formula 1 driving simulator. Travellers will have the possibility to test drive a formula racing vehicle via a simulator inside a real Jordan stable F1 vehicle from 1 July to 15 August, 2013.

Viking Line is building a 'Formula 1 World' in the conference facilities of M/S Mariella on deck 8. Its centre features a simulator constructed round a genuine formula racing-car. The simulator will be brought to Mariella on 1 July, to be at the disposal of our passengers till 15 August.

It will be possible to sit at the wheel of an honest-to-goodness F1 vehicle in the Formula 1 driving simulator, and the simulator racing experience will rival – with maximum precision – that of a formula racing-car. Due to the technical features of the simulator, the driver is capable of feeling, for instance, the shapes and contours of the track as well as the accelerations, brakings and sounds – just as if s/he were really driving a bonafide F1 vehicle.

“Getting this close to driving a real Formula 1 has never been this easy. It’s really great that we can offer such impressive experiences to motor-racing fans and our other passengers on the waves of the Baltic Sea,” says a delighted Lotta Bergman, Entertainment Manager for Viking Line.

The formula vehicle concerned is a bonafide Jordan stable F1 racing-car, used in competition during the 1998 season. The car has been driven by both the world’s top-class driver Ralf Schumacher and Damon Hill, World Champion in 1996. The vehicle is completely roadworthy and exhibition rides are still arranged in it today. On Viking Line, however, the rides are limited to simulator runs and the price for a test drive is €25 for 10 minutes.

“On the M/S Mariella in the summer, we’ll see F1 competitions in the spirit of fun at the same time that the F1 Circus is circulating the globe. In addition, the fastest driver each day will participate at the end of the summer in a draw whose prize will be a trip to Hungary's GP competition in 2014, offered by the simulator supplier,” says an enthusiastic Leena Thurén, Product Manager.

For further information, please contact:

Leena Thurén, Product Manager leena.thuren@vikingline.com, tel.: +358 9 123 51

Christa Grönlund, Press Manager / Marketing Communications, christa.gronlund@vikingline.com, tel. +358 9 123 5242

Johanna Boijer-Svahnström, Press Manager / Corporate Communications, Johanna.boijer@vikingline.com, tel. +358 18 277 48

VIKING LINE

Pressrelease