

February 9, 2024

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NORWEGIAN CRUISE LINE  
HOLDINGS LTD.

# Regent Seven Seas Cruises® Sets Sail With Iconic Aston Martin Aramco Formula One® Team As Exclusive Global Cruise Partner

*Partnership to Provide Exclusive Experiences for Aston Martin Aramco Fans and  
Luxury Travelers*

*Celebrates Partnership Launch with 'Grandeur Prix' Sweepstakes Offering a Chance  
to Win a 10-night Seven Seas Grandeur™ Cruise Paired with Aston Martin Aramco  
VIP Experience*



*Regent Seven Seas Cruises Partners  
with Aston Martin Aramco Formula One® Team*

**MIAMI, February 9, 2024** – [Regent Seven Seas Cruises®](#) the world's leading luxury ocean cruise line announces a [landmark partnership](#) with the iconic Aston Martin Aramco Formula One® Team, becoming the team's first official Global Cruise Line Partner.

As part of the partnership, Regent and Aston Martin Aramco Formula One® Team will collaborate to create exclusive experiences for luxury travelers. Carefully curated programs ashore, such as VIP Aston Martin Formula One® Team driving experiences and tours of the team's state-of-the-art AMR Technology Campus in Silverstone, along with unique *Spotlight Voyages* will immerse guests into the worlds of ultra-luxury cruising and high-performance motor racing. This multi-year collaboration recognizes the shared belief that perfection, precision and luxury is in every detail.

To celebrate the launch of this exclusive partnership, Regent Seven Seas Cruises is offering luxury travelers a chance to win a once-in-a-lifetime experience of a 10-night, all-inclusive, ultra-luxury European cruise on board the new *Seven Seas Grandeur*<sup>TM</sup>, preceded by an Aston Martin Aramco VIP race experience in Imola, Italy.

“We are thrilled to announce our new partnership with the Aston Martin Aramco Formula One<sup>®</sup> Team, a brand that shares our values for excellence and luxury,” said Andrea DeMarco, President of Regent Seven Seas Cruises. “The Aston Martin Aramco Formula One<sup>®</sup> Team is the epitome of high performance in Formula One which aligns perfectly with Regent’s world-renowned reputation for delivering unrivaled experiences. Together with the Aston Martin Aramco Formula One<sup>®</sup> Team, we hope to deliver once-in-a-lifetime memories to all our guests, providing opportunities for further discovery and enrichment on our sailings. The exclusive ‘Grandeur Prix’ prize is a fantastic way to honor the launch of this partnership by pairing a 10-night all-inclusive luxury cruise on our newest ship, *Seven Seas Grandeur*, with an incredible Aston Martin Aramco VIP race experience.”

Jefferson Slack, Managing Director – Commercial & Marketing, Aston Martin Aramco Formula One<sup>®</sup> Team said: “The Aston Martin Aramco Formula One<sup>®</sup> Team is delighted to embark on this exciting journey with Regent Seven Seas Cruises - a brand that truly shares our commitment to performance and the pursuit of perfection. Both brands understand how important those once-in-a-lifetime moments are and the attention to detail that goes into delivering them. Together, I know that we can offer unparalleled experiences to guests across the globe and celebrate the moments that count.”

Regent Seven Seas Cruises<sup>®</sup> will work closely with the Aston Martin Aramco Formula One<sup>®</sup> Team, to mark the moments that count, delivering once-in-a-lifetime experiences together. As part of the partnership, the Regent logo will be proudly displayed on the soon-to-be-revealed AMR24 race car, drivers’ race suits and all official apparel worn by team personnel at races, glimpsing into the world of opulent luxury cruises while on the racetrack.

### **Grandeur Prix’ Sweepstakes**

To celebrate the iconic partnership, Regent is offering a chance for fans to win an incredible Regent Seven Seas Cruises and Aston Martin Aramco VIP race experience through its [‘Grandeur Prix’ sweepstakes](#). One winner will receive an exclusive [10-night all-inclusive luxury cruise for two](#) on the brand new [Seven Seas Grandeur](#). The lucky guests will sail the Mediterranean exploring Italy, Montenegro, Greece, and Turkey, creating moments to remember. Unique to Regent, unlimited shore excursions are included offering luxury travelers the opportunity for immersive exploration - from soaking up the history of Athens’ ancient ruins to taking in the impressive landmarks of Istanbul at night.

The unforgettable experience will begin with an Aston Martin Aramco VIP race experience in Imola, Italy, from May 17-19, 2024.

Winners will then depart Venice onboard *Seven Seas Grandeur* on May 20, 2024. The experience also includes hotel accommodation, transfers to and from the Aston Martin Aramco VIP race experience and return flights.

For full terms and conditions and how to enter for a chance to win this incredible prize, and to sign up for exclusive Regent Seven Seas Cruises and Aston Martin Aramco Formula

One<sup>®</sup> Team news and offers, visit [RSSC.com/aston-martin-aramco](https://RSSC.com/aston-martin-aramco), call 1-844-4REGENT (1-844-873-2381) or contact a professional travel advisor.

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### **Seven Seas Grandeur – A Heritage of Perfection**

Christened in December 2023, *Seven Seas Grandeur* is the newest and sixth ship of *The World's Most Luxurious Fleet*<sup>™</sup>. The ship is home to a 1,600-piece art collection, the *Pièce de Résistance* of which is a custom designed masterpiece - *Journey in Jewels* - the first Fabergé Egg to permanently reside at sea. *Seven Seas Grandeur* features 15 stunning accommodation categories, ranging between 307 square feet, to over 4,443 square feet and offers 8 exquisite complimentary dining experiences, delivered by a dedicated crew including the very best chefs, sommeliers and serving professionals in the industry. Guests will enjoy the highest standards of service in beautifully designed bars and lounges, as well as entertainment in the two-tiered Constellation Theater which showcases the talents of Grammy Award winners in music and world-renowned choreographers in incredible production shows.

As well as free unlimited shore excursions in every port, as part of the voyage fare, guests enjoy round-trip business-class air on intercontinental flights from the U.S. and Canada, gourmet cuisine in a range of specialty restaurants and al fresco dining venues, fine wines and spirits, in-suite liquor and mini bar replenished daily, entertainment, unlimited internet access, valet laundry service, pre-paid gratuities onboard, transfers between airport, hotel and ship, and a one-night, pre-cruise hotel package for guests staying in Concierge-level suites and higher.

**-ENDS-**

### **About Regent Seven Seas Cruises<sup>®</sup>**

Regent Seven Seas Cruises<sup>®</sup> is the leading luxury cruise line, delivering An Unrivaled Experience<sup>®</sup> for over 30 years. Carrying no more than 746 guests, the line's spacious and stylish ships - *Seven Seas Explorer*<sup>®</sup>, *Seven Seas Mariner*<sup>®</sup>, *Seven Seas Navigator*<sup>®</sup>, *Seven Seas Splendor*<sup>®</sup>, *Seven Seas Voyager*<sup>®</sup> and the new *Seven Seas Grandeur*<sup>™</sup> form *The World's Most Luxurious Fleet*<sup>™</sup> and explore more than 500 immersive destinations globally. Offering Unrivaled Space at Sea<sup>®</sup>, guests enjoy sumptuous all-suite accommodations, nearly all with private balconies, which are among the largest at sea, as well as highly personalized service throughout lavish public areas and expansive outdoor spaces. Unique to Regent Seven Seas Cruises, unlimited complimentary shore excursions are available in every port, making it the only truly all-inclusive cruise line. Voyage fares also include round-trip business-class air on intercontinental flights from the U.S. and Canada, gourmet cuisine in a range of specialty restaurants and al-fresco dining venues, fine wines and spirits, entertainment, unlimited internet access, free valet laundry, gratuities, ground transfers and one-night, pre-cruise hotel packages for guests staying in Concierge-level suites and higher. For more information, please visit [RSSC.com](https://RSSC.com), call 1.844.873.2381 or contact a professional travel advisor. Regent Seven Seas Cruises is a wholly owned subsidiary of Norwegian Cruise Line Holdings Ltd. (NYSE: NCLH). To learn more, visit [www.nclhld.com](https://www.nclhld.com).

## **About Aston Martin Aramco Formula One® Team**

The iconic Aston Martin marque was founded in 1913 by Lionel Martin and Robert Bamford, and has developed a succession of ultra-luxury high performance automobiles, including the iconic Goldfinger DB5, the V8 Vantage, the Vanquish and the DBX 707 – one of the world’s fastest SUVs.

The epitome of British luxury and technology on the road, the migration to the racetrack followed naturally. The marque famously won the 24 Hours of Le Mans in 1959 and briefly competed in Formula One in 1959 and 1960.

Aston Martin returned to the Formula One grid in 2021 under the leadership of Canadian entrepreneur, Lawrence Stroll. Since then, the team has invested heavily, opening its new AMR Technology Campus in Silverstone during the summer of 2023 – the sport’s first new F1 team base for almost two decades. A state-of-the-art wind tunnel is scheduled to be operational in 2024. The new Technology Campus helps the team’s environmental ambitions with better insulation, intelligent use of natural light, and solar panels helping power the site.

Aston Martin enjoyed its most successful season to date in 2023, securing eight podium positions and 280 points on its way to finishing fifth in the Constructors’ Championship. For 2024, double world champion Fernando Alonso and Canadian Lance Stroll head a driver line-up supported by Test and Reserve Driver Felipe Drugovich, Stoffel Vandoorne and Team Ambassador Pedro de la Rosa.

In 2024, Aston Martin will also take to the track in the all-female F1® Academy series with Swiss driver Tina Hausmann. She is supported by Aston Martin Aramco’s F1® Academy Head of Racing and Driver Ambassador, Jessica Hawkins, who tested one of the team’s F1 cars in 2023.

Off-track, Aston Martin Aramco conceived its Make A Mark platform – a commitment to drive positive progress through the influence of the team and the profile of Formula One.

Make A Mark is built upon three core pillars: sustainability, community and inclusion – all devised to champion an environmental, inclusive and diverse living and working culture with a programme that supports and educates young people, particularly from diverse and ethnic backgrounds, to drive career opportunities within motorsport and STEM.

Responsible business partners include Racing Pride to positively promote LGBTQ+ inclusivity within motorsport, while Spinal Track works with the team to improve accessibility and foster inclusion across the sport. A partnership with the Aleto Foundation provides a leadership programme for young ethnic minority students wanting to learn more about opportunities within motorsport. In January 2024 Aston Martin Aramco became the first Formula One team to comply with ISO standard 50001 – a globally recognised certification that outlines the requirements for improving energy efficiency and performance while reducing consumption and costs.

Notes to editor: Images and can be found [here](#). Please use ©RSSC or “Images were provided by Regent Seven Seas Cruises®”.

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