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Freestyle Cruising – Caterpillar to power series of NCL cruise ships

Hamburg, Germany – Caterpillar Marine Power Systems (CMPS) has been awarded a contract to supply the main engines on new cruise ships for US-based Norwegian Cruise Line (NCL Corp. Ltd.).

NCL will introduce a new generation of “Freestyle Cruising” vessels, underlining its goal to have the youngest fleet in the cruise industry by 2010. CMPS will supply 3x MaK 12 M 43 C and 3x MaK 16 M 43 C marine engines per vessel, which will form a power plant providing a total of 79.8 MW for ship propulsion and on-board electricity supply.

Aker Yards S. A. in Saint Nazaire, France has a firm order from NCL to build two cruise vessels under the project name “F3” for delivery in 2009 and 2010. NCL has an option for a third vessel due for delivery in 2011.

The capacity of these ships will be some 6,400 people. They will have 2,100 passenger cabins with 4,200 lower passenger berths and 2,200 crew. The post-Panamax vessels will be approximately 325 metres long, 40 metres wide, and have a gross tonnage of about 150,000. They will be designed for world-wide cruising, including the Caribbean and Europe.

Gentle Power

The so-called third generation vessels will have state-of-the-art amenities for passengers, including multiple restaurant and entertainment options, to support NCL's Freestyle Cruising concept. The related customer service philosophy named S.T.Y.L.E. (Service, Teamwork and Yes Lead to Excellence) ties in with Team Caterpillar's commitment to total customer satisfaction. CMPS will deliver the best product and service allowing NCL to operate its vessels hassle-free, economical and environment-friendly.

Environmental protection is among NCL's highest priorities for the new ships. CMPS is helping by introducing advanced technology for the propulsion plant. A customer-specific engine rating will address all areas of concern: NOx emissions, CO2 emissions and smokeless operation.

The engines not only will meet DNV Clean Design requirements reducing NOx emissions to 10.4 g/kWh, but lower cylinder rating also decreases the specific fuel oil consumption and thus also CO2 emissions. Finally, elements of Caterpillar's ACERT™ Technology and the unique Flexible Camshaft Technology (FCT) will ensure that smoke at all operating conditions is well below visibility. Utilising this package of innovations, the MaK engines for NCL will meet both the extended expectations of customers and the strict legislative rules which must be adhered to, for example the Alaska Marine Vessel Visible Emission Standards.

Trustworthy Service

CMPS' focus on engine reliability and emissions reduction conforms perfectly with the strategy of cruise companies to expand their operations in emission-sensitive areas while concentrating on environmental protection. In addition, the average size of cruise vessels is growing continuously, driving the demand for propulsion and on-board power supply to new heights. With their enormous power density, MaK 16 M 43 C V-type engines are a perfect match for the upcoming generation of cruise vessels. In the form of 4x MaK 12 M 43 V-type engines, the "little sisters" are already proving their worth propelling "Pont Aven", a cruise ferry operated by French company Brittany Ferries in the North Sea.

NCL's new series of cruise vessels will be designed for optimal cost efficiency per capacity day, as well as being highly attractive in terms of cabin revenue mix and onboard revenue generation. CMPS, together with its global dealer network, will contribute to cost efficiency by catering for a highly competitive Total Cost of Ownership (TCO) package for the propulsion plant. A Customer Service Agreement (CSA) has been prepared between NCL and Louisiana Machinery Co., Caterpillar's MaK dealer for Florida, the US Gulf Coast and parts of the US Eastern Seaboard. The CSA will back NCL vessel operations with 24/7-service and optimum parts availability. In addition, the MaK DICARE engine monitoring system will permit engine operating data to be called up at any time, even from locations ashore.

Positive Customers

Customers emphasise the comprehensive technology consulting provided by Caterpillar Marine Power Systems and the engineering teams involved at Caterpillar Motoren facilities in Germany. Clean design and quick access to major components, that's their overall impression of the MaK M 43 C engine series. In addition, customers highlight the Flexible Camshaft Technology and the extremely low smoke levels it provides even at minimum power – a perfect match with cruise companies' focus on environmental protection.

CMPS has now established good business relationships with Carnival and NCL, two of the leading players in the cruise sector and with all three major yard groups involved in cruise vessel construction. In addition to the contract with NCL/Aker for two vessels (12x MaK M 43 C V-type engines totalling 159.6 MW) plus one option, CMPS will provide four vessels under construction at German yard Meyer Werft for AIDA Cruises with a total of 16x MaK M 43 C in-line engines totalling 144.0 MW.

Furthermore, CMPS is to deliver three ship sets of 4x MaK M 43 C V-type and 2x MaK M 43 C in-line engines totalling 64 MW each to Italian yard Fincantieri Cantieri Navali Italiani. These ship sets will supply propulsion and electricity for three new builds for Carnival subsidiaries Holland America Line (HAL, one vessel) and Costa Crociere (two vessels), and there is an option for another ship set.

The final Breakthrough

The NCL contract marks Caterpillar Marine Power Systems' final breakthrough in cruise business. The current order book for engine deliveries for new vessel designs shows that CMPS already leads the way in the total number of engines and total MW supplied – and there is more to come.

A success like this can only be achieved by a corporate common effort, and CMPS has to thank all supporters in Team Caterpillar, including Caterpillar dealers Zeppelin in Germany, CGT in Italy, and especially Pon Power with its French subsidiary and Louisiana Machinery Co. in the USA.

Leif Gross, Sales Director Global Cruise Projects with CMPS, underlines the fruitful collaboration between Team Caterpillar, NCL and Aker: “NCL acknowledges Caterpillar’s strong commitment to structured product development based on 6-Sigma methodology. In fact, our reputation for product quality and service excellence was a clear selling point”, says Gross. “However, we eventually made the deal with our combination of advanced engine technology, a customised delivery scheme and an outstanding TCO package.”

Characters: 6,626

Pictures available on request:

- 1.) MaK 12 M 43 C in Spray Booth**
- 2.) MaK 12 M 43 C with FCT Flywheel Side**
- 3.) MaK 12 M 43 C with FCT Non-Flywheel Side**
- 4.) MaK 12 M 43 C with FCT Side View**

About Caterpillar Marine Power Systems

Caterpillar Marine Power Systems, with headquarters in Hamburg, Germany, brings together all the sales and service activities for Cat and MaK branded marine products within Caterpillar Inc. This organization provides premier marine power solutions (high and medium speed with outputs from 11 kW to 16,000 kW) and customer service from a single source for the global ocean-going, commercial and pleasure craft markets. The Caterpillar Marine Power Systems sales and service network includes more than 2,100 dealer locations world-wide and is well positioned to support customers wherever they are.

More information is available at www.cat-marine.com or www.mak-global.com.

About Caterpillar

For more than 80 years, Caterpillar Inc. has been making progress possible and driving positive and sustainable change on every continent. With 2006 sales and revenues of \$41.517 billion, Caterpillar is a technology leader and the world's leading manufacturer of construction and mining equipment, clean diesel and natural gas engines and industrial gas turbines.

More information is available at www.cat.com.

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