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## **MSC Divina Completes Maiden Voyage to Miami in True Diva Style Welcomed by Fiat 500 Personal Watercraft**

November 19, 2013, Ft. Lauderdale, Fla. - The dazzling [MSC Divina](#) made cruise history this morning, when it was escorted into PortMiami by a fleet of high-powered [FIAT](#) personal watercraft. With today's arrival, MSC Divina becomes the first MSC Cruises ship to sail year-round from North America.

With today's show-stopping entrance, MSC Divina concludes her 18-night Atlantic Ocean crossing to Miami from Venice, Italy. During the voyage, a fabulous Rosso Brillante (metallic red) Fiat 500, or Cinquecento as it is known in Italy, was loaded onto the ship to accompany MSC Divina across the Atlantic.

"With MSC Divina's debut, we are thrilled to welcome one of our finest and most innovative vessels to North America," said Richard Sasso, President and CEO of MSC Cruises USA. "Today marks an important milestone for MSC Cruises as we continue to grow in this region, offering more destinations and appealing to wider audiences. We look forward to offering North American cruisers something new and fresh."

"Like the MSC Divina today, the FIAT brand made a trip from Italy to America two years ago to bring Italian style, European technology and great value for money into this market," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC and Head of FIAT Brand Worldwide. "We have been welcomed by the American customers and, as we expand our portfolio, we will continue to offer to them vehicles that are unique and that celebrate their individuality in true Italian style."

MSC Divina guests will experience several new, exciting features. Two entirely unique dining venues created in partnership with Italian restaurant emporium Eataly in Manhattan, New York will include the upscale Ristorante Italia and spectacular regional steakhouse, Eataly Steakhouse, fashioned after the famed restaurant in Eataly's Manhattan location. Eataly was founded by Oscar Farinetti in 2007 and launched in the U.S. in partnership with celebrity chefs Mario Batali and Lidia and Joe Bastianich.

MSC Divina will also be the first ship to offer Aqua Cycling at sea. Reported as this summer's latest fitness craze by Extra TV and highlighted on Good Morning America, *New York Times* and *Time Magazine*, among other media, Aqua Cycling will allow MSC Divina guests to take spinning to new heights while cruising the Caribbean.

Unlike any other luxury onboard experience, MSC Divina will also feature the MSC Yacht Club for the first time in North America. Our unique "ship-within-a-ship" will now be available in the Caribbean for guests looking for unparalleled indulgence, luxury and comfort. From personal butler, 24-hour concierge service and complimentary select wines and spirits available any time of the day, guests booked in the MSC Yacht Club Suites are pampered throughout the MSC Yacht Club's exclusive lounges and pool area. This oasis of premium tranquility provides several private venues, including Le Muse panoramic restaurant, Top Sail Lounge, pool and relaxation area as well as private access to the MSC Aurea Spa.

For more information about MSC Divina's first season in the U.S. and its unique new features and special offers, please visit [www.msccruisesusa.com](http://www.msccruisesusa.com).

The Fiat 500 personal watercraft have made multiple appearances this year, including the iconic waterfront of San Francisco and Chicago, in addition to this summer's Vans U.S. Open of Surfing in Huntington Beach, California.

### **About MSC Divina**

Christened by legendary actress and "diva" Sophia Loren, MSC Divina features 1,751 staterooms, 322,900 square

feet of public space, a casino, seven restaurants, 18 bars and lounges, five swimming pools (including an infinity pool), a bowling alley, theater, gym, spa, internet café, conference center, kids and teen areas, and the lines signature ship within a ship, MSC Yacht Club.

#### **About MSC Cruises**

On board MSC's twelve vessels, guests experience the passion and vibrancy of MSC's Mediterranean way of life. From world-class hospitality and entertainment to authentic regional cuisine, guests are enveloped in our unique Mediterranean spirit. On board, guests are encouraged to slow down and savor every moment their MSC vacation has to offer. As a family-owned company, MSC also prides itself in ensuring kids 11 and younger sail free when sailing with two full fare paying guests in the same stateroom. Children 12 to 17 sail at a reduced rate.

For more information, visit [www.msccruisesusa.com](http://www.msccruisesusa.com) or call 877-665-4655.

#### **FIAT Brand**

FIAT brand celebrates 125 years as an automaker and some things haven't changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the [Fiat 500e](#), the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com)

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