

Press release

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Scandlines opens BorderShop in Rostock

Puttgarden, 31.05.2011 – the Scandlines shipping line opened a BorderShop at the Port of Rostock on 31 May. The shopping area measures 1,200 square metres and is part of the investment programme for the Rostock–Gedser ferry line. The opening ceremony was carried out by the Mayor of Rostock, Roland Methling, as well as the CEO of Scandlines, Bengt Pihl, and Dr. Ulrich Bauermeister from the Rostock Port Development Company. With the building itself modelled on the shape of a ship, there also had to be a godmother present, of course. This duty was performed by the reigning Miss Hanse Sail, Inken Warnow.

The central location in the port complex and a direct transport link mean that the shop can be reached quickly and conveniently by ferry passengers and customers from the surrounding area. Following the concept of the BorderShops already operating successfully in Puttgarden and Sassnitz, the new BorderShop in Rostock will also offer an extensive assortment of international and regional quality products. “Our Scandinavian customers, in particular, want to see a BorderShop in Rostock as the ideal opportunity for shopping during their journey. With the new shop and our new ferries, we will be able to present our customers with an even more attractive range of services on the Rostock–Gedser route in future”, explained Bengt Pihl, CEO at Scandlines.

The Mayor of Rostock, Roland Methling, is also delighted with the new possibilities opened up by the BorderShop. “It reinforces the good relationship with our neighbours and presents us, as a city, as well as the entire region with a great opportunity. It is absolutely ideal for combining a visit with an excursion or a holiday. This enables us to promote local and regional economic growth, both in the tourism sector and for local supplier firms, and thus also create new jobs.”

The investment in the Rostock BorderShop is part of the Scandlines’ strategy for strengthening the eastern corridor and the Copenhagen–Berlin axis. The shipping company is investing a total sum of € 230 million in the construction of two new ferries, which will operate on the Rostock–Gedser service from 2012, as well as expansion measures in the corresponding ports.

Puttgarden, 31.05.2011



Graphic material can be found on the Internet at
www.scandlines.com/de/press/image-archive/events

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Scandlines was established in 1998 and is one of the largest shipping companies in Europe. Scandlines' core business is the transport of passengers and cargo in the triangle between Germany, Denmark and Sweden as well as on routes to the Baltic States and Finland. In 2010 Scandlines transported 12.4 million passengers, 2.8 million cars and 800,000 trucks and trailers, with the primary goal of ensuring efficient, reliable and competitive transport.