



## CUNARD HISTORY AT A GLANCE

- 1839** Samuel Cunard establishes the British and North American Steam Packet Company – known as the Cunard Line – principally to carry the Royal Mail to Canada and the U.S.
- 1840** The 1,154-ton paddle steamer *Britannia*, and three near sister ships, *Acadia*, *Caledonia* and *Columbia*, enter service. These vessels make the Atlantic voyage in 14 days at 8.5 knots and maintain weekly departures from Liverpool.
- 1852** Cunard's first iron-hulled, screw-driven vessel, *Andes*, introduced, but not Qused in the transatlantic service.
- 1854** Eleven Cunard ships requisitioned for the Crimean War.
- 1856** The famous *Persia* is built, the company's first iron-hulled transatlantic vessel. The largest ship in the world at the time, she was 390 feet long and 3,330 gross registered tons.
- 1859** Samuel Cunard created a Baronet in recognition of the Company's service in the Crimean War.
- 1862** *China* enters service – the company's first propeller-driven ship. It is necessary for Admiralty to grant permission to use the ship to carry the Royal Mail because the contract stipulates "paddle steamers."
- 1865** Sir Samuel Cunard dies on April 28 at the age of 78.
- 1881** *Servia* enters service; Cunard's first steel vessel, the first ship in the world to have electricity, and the first vessel Cunard intended to rely solely on passenger revenue.
- 1893** The 12,950-ton *Campania*, the first twin-screw Cunarder, enters service.
- 1905** The first steam turbine Cunard ship, *Carmania*, opening a new era in sea propulsion.
- 1906/07** The liners *Lusitania* and *Mauretania* are launched. The latter holds the coveted "Blue Riband" for the fastest Atlantic crossing for 22 years.
- 1912** On April 15 *Carpathia* rescues all the survivors from White Star Line's *Titanic*.

## CUNARD ATA GLANCE/2

- 1913** *Aquitania* launched; the first Cunarder with an indoor swimming pool.
- 1914** World War I interrupts Cunard's fleet development as Cunard vessels are called into active service. Cunard carries over one million troops and 10 million tons of cargo for the war cause. 22 ships – including *Lusitania* – are lost.
- 1917** The Cunard Building in Liverpool, England, is completed and serves as company headquarters until the 1960s.
- 1919** Cunard awarded the German liner, *Imperator*, by the British government to compensate for the loss of *Lusitania*. The vessel renamed *Berengaria*.
- 1920s/1930s** The heyday of transatlantic shipping, when Cunard's slogan "Getting there is half the fun!" becomes a household phrase.
- 1922** *Laconia* is deployed on the first-ever World Cruise.
- 1934** The 80,744-ton *Queen Mary* launched and after entering service in 1936 soon is awarded the "Blue Riband." *Queen Mary* is the first merchant vessel to be launched by a member of the British Royal family: Her Majesty Queen Mary.
- 1938** *Queen Elizabeth* – the largest liner ever built – is launched by Her Majesty Queen Elizabeth.
- 1939** *Mauretania (2)* launched. Cunard vessels requisitioned once more for war. The *Queen Mary* and *Queen Elizabeth* carry between them over 1.5 million troops; Winston Churchill credits them with shortening World War II by at least a year.
- Late 1940s** The Queens begin their transatlantic shuttle, carrying tens of thousands of passengers, from film stars and diplomats to businessmen and tourists.
- 1949** Cunard's first cruise ship, *Caronia*, enters service. She is known as the "Green Goddess" because of the color of her hull.
- 1950s** Cunard has 12 liners in service, carrying one third of all passengers crossing the Atlantic.
- 1959** The first jet crosses the Atlantic. Air crossings continue to gain passengers at the expense of the great liners. It is in this year when, for the first time, more people cross the Atlantic by air than by sea.
- 1967** *Queen Elizabeth 2* launched by Her Majesty Queen Elizabeth II.  
  
Cunard relocates its global headquarters to New York City after being based in England for more than 50 years.
- 1969** Maiden transatlantic crossing of *QE2*, May 1-7.

## CUNARD ATA GLANCE/3

- 1971** Cunard Steamship Company taken over by Trafalgar House PLC after an independent existence of 131 years.
- 1975** *QE2* embarks on her first World Cruise.
- 1982** *QE2* requisitioned by the British government for the Falkland Islands campaign. The Queen Mother welcomes the ship home. (*Cunard Countess* also chartered for use in the conflict.)
- 1983** Cunard purchases top-rated *Vistafjord*, from Norwegian America Cruises.
- 1984** Cunard charters British Airways' Concorde for the first time, thus combining two splendid ways to cross the Atlantic. Cunard becomes the biggest charter customer of Concorde in the world.
- London's famous Harrods department store opens on board *QE2*.
- 1986** A six-month refit and refurbishment programme on *QE2*, the largest such refit in the history of the British merchant marine, undertaken and successfully completed in 1987. This project converted the ship from steam to diesel electric power. HRH Diana, the Princess of Wales, boards on the ship's return to Southampton.
- In May, the Queen Mother boards *QE2* to commemorate the 50<sup>th</sup> anniversary of the maiden voyage of *Queen Mary*.
- 1988** The Queen Mother boards *QE2* for the third time... this time to celebrate the launch of *Queen Elizabeth* 50 years earlier.
- 1990** Cunard celebrates its 150<sup>th</sup> anniversary. *QE2* deployed on special "Round Britain" cruise, including her first call at Liverpool and her first return to the Clyde River since her launch. Festivities culminate in a rare Spithead Review with Her Majesty Queen Elizabeth, accompanied by Prince Philip, going on board.
- 1992** Margaret Thatcher boards *QE2* to attend a ceremony held to commemorate the 10<sup>th</sup> anniversary of the Falklands War.
- HRH The Duke of Edinburgh and HRH Prince Edward attend an overnight gala aboard *QE2* to raise money for a British charity.
- 1994** ***QE2* and *Vistafjord* take part in the 'D' Day Flotilla.**
- QE2* completes a \$45 million refurbishment. *Vistafjord* undergoes a \$15 million refit and refurbishment programme.
- 1995** *QE2* completes 1000 voyages. *QE2* embarks on her 20<sup>th</sup> World Cruise.
- 1996** The Norwegian conglomerate Kvaerner/ASA acquires Trafalgar House and assumes control of Cunard Line; this is the second major ownership change for Cunard in its 156-year history.

## CUNARD ATA GLANCE/4

New \$13 million integrated global marketing campaign launched that includes television and print advertising, CD-ROM capabilities and a Cunard website.

*QE2* completes an \$18 million refit in Southampton, the first time a UK yard had been used for 13 years.

**1997** *QE2* commences six-day (instead of five-day) Atlantic crossings allowing the ship to take the more leisurely route between Europe and America.

*Vistafjord* completes refurbishment programme.

*QE2* introduces new "A La Carte" selections in the Queens Grill and casual dining in the Lido.

Cunard relocates its global headquarters to Miami after being based in New York for 30 years.

*QE2* celebrates the 30<sup>th</sup> Anniversary of her launch by HM Queen Elizabeth on September 20, 1967.

**1998** In May, a Carnival Corporation-led consortium purchases Cunard from Kvaerner for \$500 million and merges the company with Seabourn Cruise Line.

In June, the new company announces Project Queen Mary – a proposal to build the biggest passenger liner ever.

**1999** Carnival Corporation acquires the 32% of Cunard it did not already own, thus taking control of 100% of the company.

Major refurbishment completed on *Vistafjord*; on December 10 it is renamed *Caronia* at a ceremony in Liverpool.

A major refurbishment is completed on *QE2*, including stripping off every layer of paint from the ship's hull since its inception.

**2000** **Cunard launches a new interactive global web site:**  
**[www.cunard.com](http://www.cunard.com)**

Cunard signs letter of intent with Alstom Chantiers de L'Atlantique shipyard to build *Queen Mary 2*.

**2001** In February a scale model of *Queen Mary 2* successfully passes tank test, weathering hurricane conditions. Contract is signed with world-famous spa operator Canyon Ranch to operate the spa, salon, fitness, and wellness facilities on board *Queen Mary 2*.

*QE2* undergoes a scheduled refit.

## CUNARD AT A GLANCE/5

Cunard signs a letter of intent with Fincantieri shipyard to build a new 1,968-passenger vessel to be added to the fleet in 2005.

### 2002

On January 16 the first steel is cut for *Queen Mary 2*.

Cunard engages award-winning chef Daniel Boulud to act as Culinary Advisor to the famous liners.

*QE2* achieves 5,000,000 nautical miles – the equivalent of 230 times round the world – the first passenger vessel to reach this milestone.

In May *Caronia* is repositioned to the UK as part of a long-term strategy to capture a larger share of the growing British cruise market.

Margaret Thatcher boards *QE2* to commemorate the 20th anniversary of the Falklands War.

On June 11 Cunard announces that celebrity chef Todd English will create a 156-seat Mediterranean restaurant on board *Queen Mary 2*.

The Keel Laying Ceremony for *Queen Mary 2* is held on July 4, exactly 162 years to the day that Cunard's first ship, *Britannia*, sailed her maiden voyage.

Captain Ronald Warwick appointed master-designate of *Queen Mary 2*. His father, the late Commodore W.E. Warwick, was the only captain to serve as master of both *Queen Mary* and *Queen Elizabeth*; he also was the first master of *QE2*.

The books officially open for *Queen Mary 2* on August 1.

On December 4, charter contract is signed for *Queen Mary 2* to be centerpiece of floating hotel flotilla for the 2004 Olympic Games in Athens.

### 2003

*QE2* garners maritime Oscar, besting all other vessels in the large-ship category. Queens, Princess and Britannia grill accommodations awarded five stars from the prestigious Berlitz guide to *Ocean Cruising & Cruise Ships 2003*.

On February 17 new \$8-million advertising campaign debuts for *Queen Mary 2*.

Cunard signs contract with London's renowned Royal Academy of Dramatic Art (RADA) for new interactive drama workshops on board *Queen Mary 2*.

On March 31 Cunard announces that 'The New Cunarder' will be named *Queen Victoria*.

On July 12 the keel is laid for *Queen Victoria*.

## CUNARD ATA GLANCE/6

In September and November, *Queen Mary 2* completes her Sea Trials with astounding success.

**2004** On January 8, Her Majesty the Queen officially names *Queen Mary 2* in a ceremony in Southampton.

*Queen Mary 2* sails on her maiden voyage from January 12 -26, Southampton to Fort Lauderdale.

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Cunard Line has operated the most famous ocean liners in the world since 1840. Cunard vessels have a classic British heritage and include the legendary *Queen Elizabeth 2* and *Queen Mary 2*. *Queen Victoria* joins the fleet in 2007.

Cunard Line is a proud member of *World's Leading Cruise Lines*. The exclusive alliance also includes Carnival Cruise Lines, Holland America Line, Princess Cruises, Costa Cruises, Windstar Cruises and The Yachts of Seabourn. Sharing a passion to please each guest, and a commitment to quality and value, member lines appeal to a wide range of lifestyles and budgets. Together they offer exciting and enriching cruise vacations to the world's most desirable destinations.

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