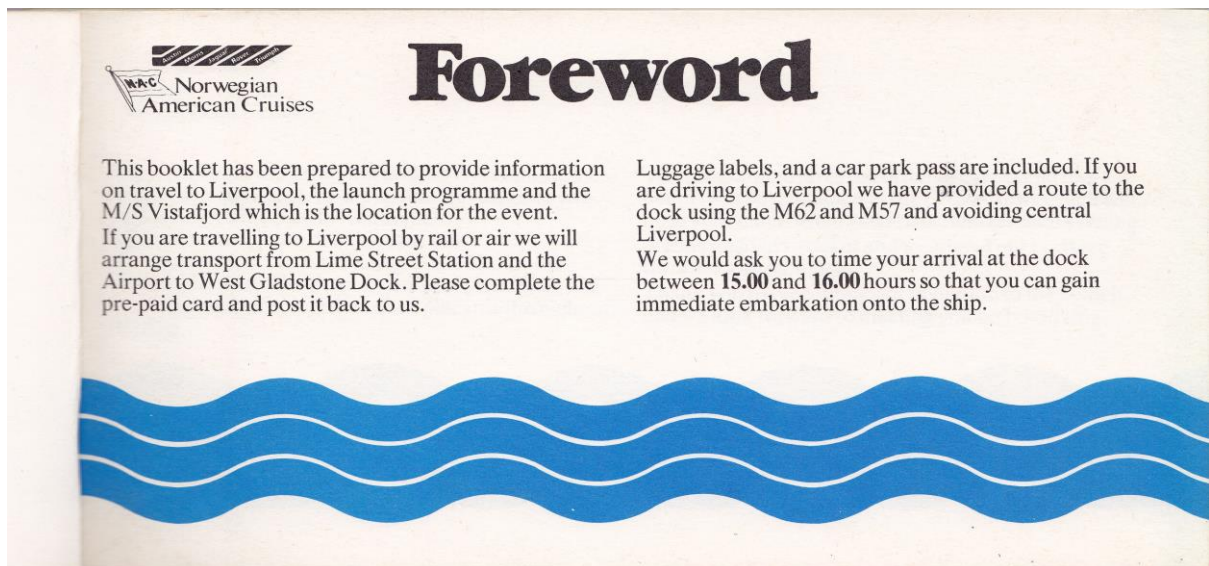


Metro trade and fleet launches

5 – 14 September 1980 for dealers and 15 – 21 September 1980 for fleet operators on board the MS Vistafjord.

When dealers or fleet operators accepted the invitation to go to the launch presentations, they were sent a booklet containing the information they needed. The booklet was 21cm wide and 10cm deep. The pages below are scans of one of the few remaining booklets. In some cases, pages were duplicated (e.g. Check in slips for dealers) and, in the interests of brevity, the duplicate pages have been omitted.

Information and scans provided by Ken Clayton who was manager in charge of the department that handled trade and fleet launches from the formation of the department in 1977 to 1984 when he left to become a freelance writer.





Foreword continued

Please report to the reception desk at West Gladstone Dock with your check-in slip so that we can issue you with your security pass for the launch. It is important to note that this pass will show your Cabin No. and Dining Table No. for the complete cruise. The exact location of your cabin will be prominently displayed on deck placards throughout the ship.

The programme gives the order of events and more details will be contained in the Cruise News which will be in your cabin when you arrive, and on each evening. A Ride and Drive ticket and a Ladies Tour booking form are also included.

Thank you for accepting our invitation to the launch and we look forward to meeting you on board ship.



Postage
will be
paid by
Licensee

Do not affix Postage Stamps if posted in
Gt. Britain, Channel Islands or N. Ireland

It is important
that this card is
returned by
22nd August.
Please see
reverse for
details.

BUSINESS REPLY SERVICE
Licence No. BM2752

Peter G. Wilson
Executive, Conferences and Special Events,
BL Cars Ltd.,
International House,
Bickenhill Lane,
Bickenhill,
Birmingham,
B37 5BR



Name/s _____

Company Name and Address _____

I/We shall be arriving by road. ☐

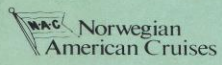
I/We shall be arriving by air at Liverpool Airport at hrs on Sept. 1980.
Flight No. ☐

I/We shall be arriving by rail at Lime Street Station at hrs on ... Sept. 1980. ☐

Please
complete
details and
tick in
appropriate
box your
method of
arrival. It is
important
that this
card is
returned by
22nd
August.

ete
and
ropriate
ur
d of
. It is
ant
is
ed by
t.

These self-adhesive labels should be fixed on your luggage before arrival and can easily be removed after the cruise.



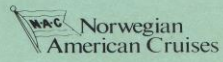
Name _____

Home Address _____

MS Vistafjord. West Gladstone Dock Liverpool



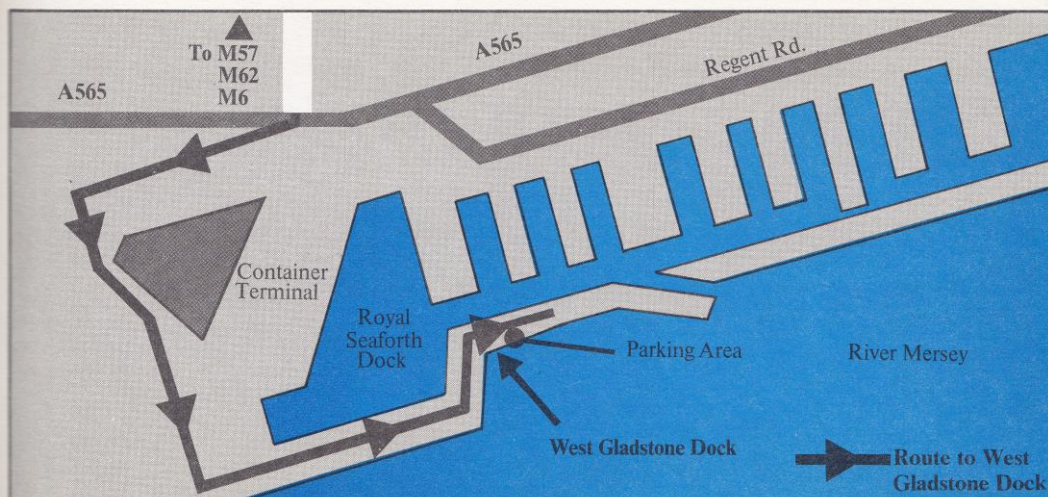
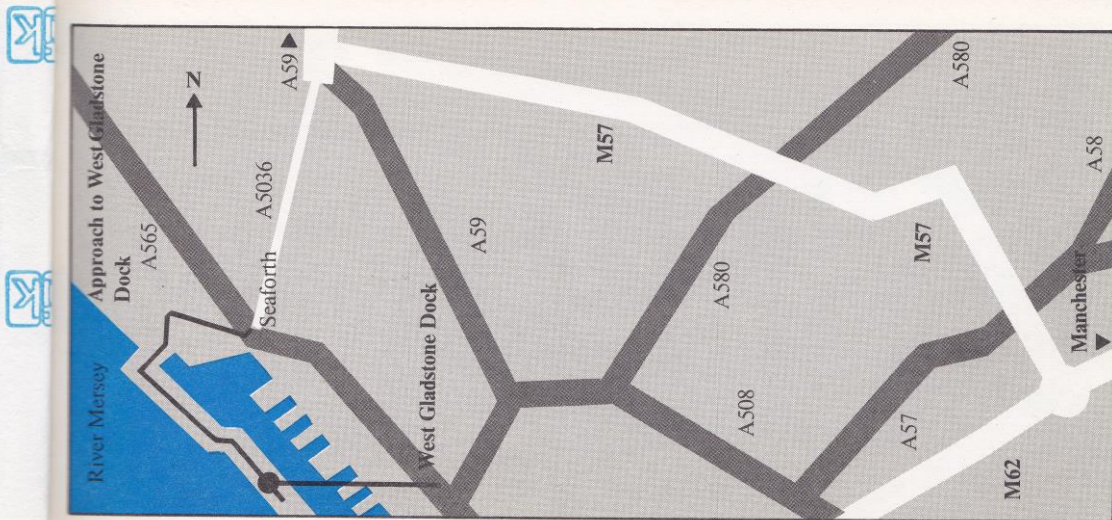
These self-adhesive labels should be fixed on your luggage before arrival and can easily be removed after the cruise.



Name _____

Home Address _____

MS Vistafjord. West Gladstone Dock Liverpool



Car Parking Facility

Neither Norwegian America Cruises nor BL Cars Ltd can accept liability for any damage or loss to or from vehicles, which are parked entirely at the owner's risk. There will, however, be a 24-hour security guard in operation. There will be marshalls in attendance to direct you to the Austin Metro Cruise Registration Desk on arrival.

Please enter the registration number of your car in the space provided on the car park pass and affix to the inside of the windscreen. The surface of the sticker is already dry-gummed and only needs moistening.

WEST GLADSTONE DOCK

CAR PARK PASS

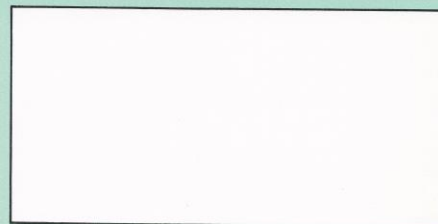
Registration No.



Check-in Slip

It is important that you present this slip at the Austin Metro Cruise Registration Desk at West Gladstone Dock.

A Security Pass valid for the complete programme will be issued and will need to be shown to gain embarkation to the MS Vistafjord. Please carry the pass with you at all times during the cruise.

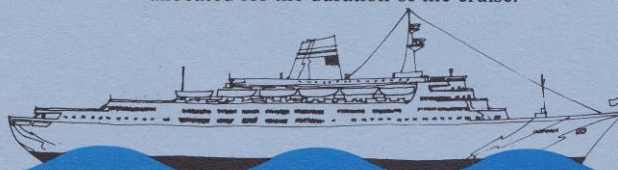


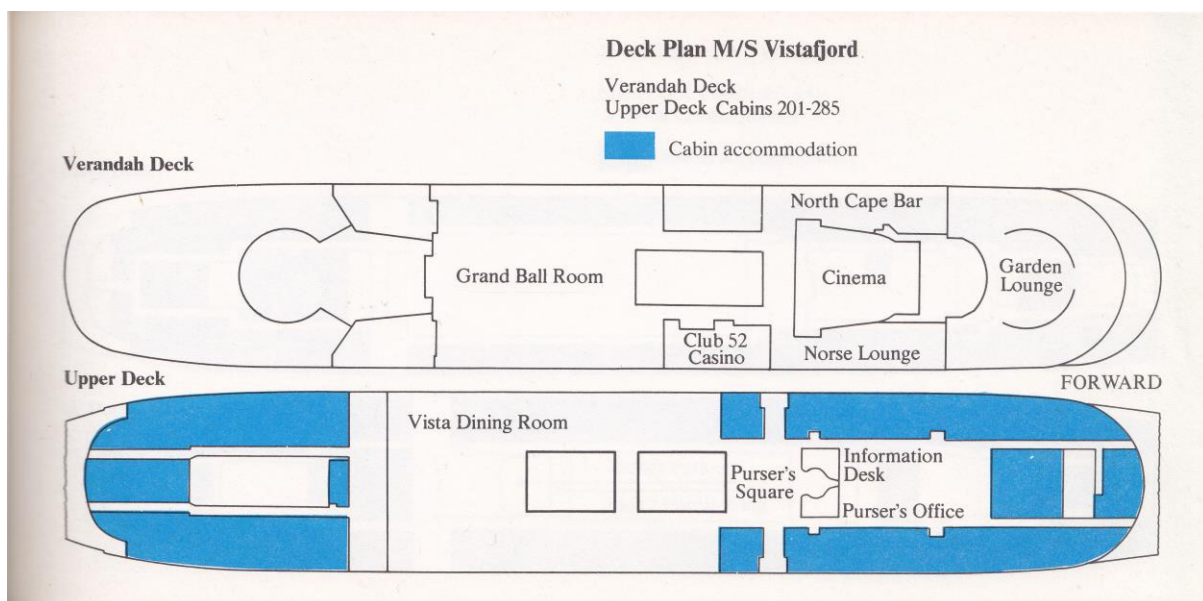
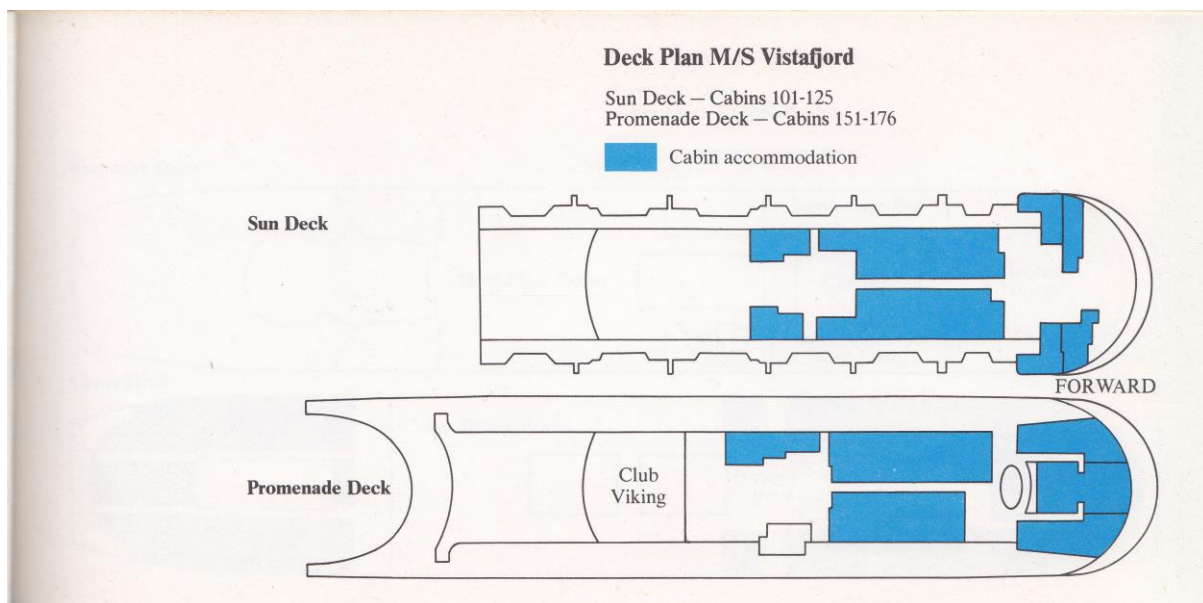
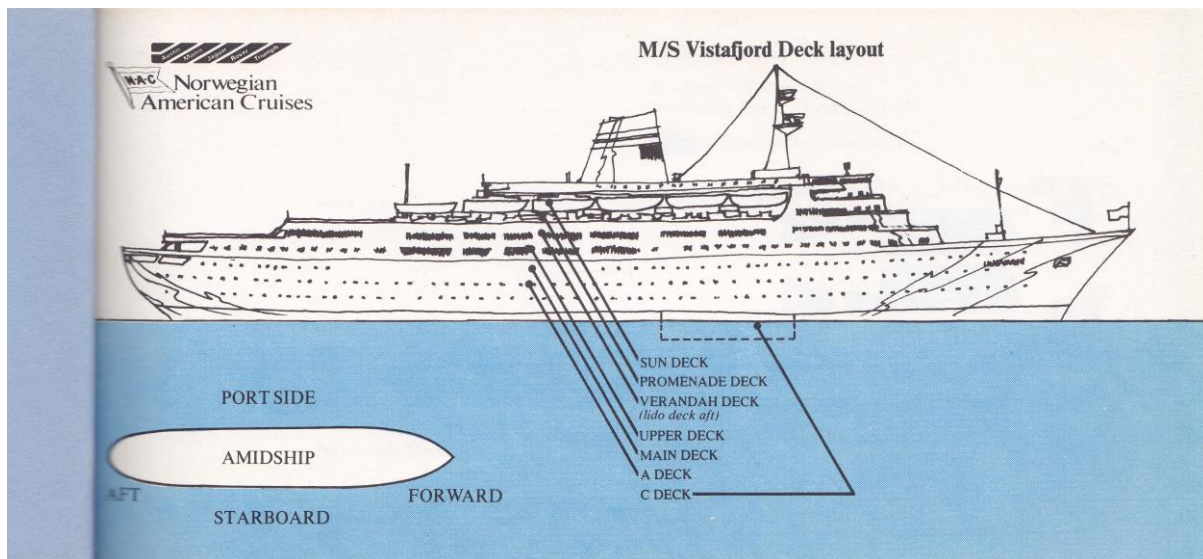
Please hand in this slip at the Austin Metro Cruise Registration Desk on your arrival at West Gladstone Dock.



The M.S. Vistafjord

Within the following pages you will find all the necessary information to enable you to find your way around the Vistafjord and to locate your cabin allocated for the duration of the cruise.






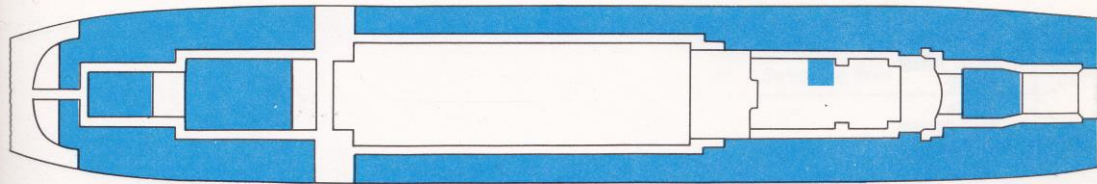
Deck Plan M/S Vistafjord

Main Deck Cabins 301-441

'A' Deck Cabins 501-691

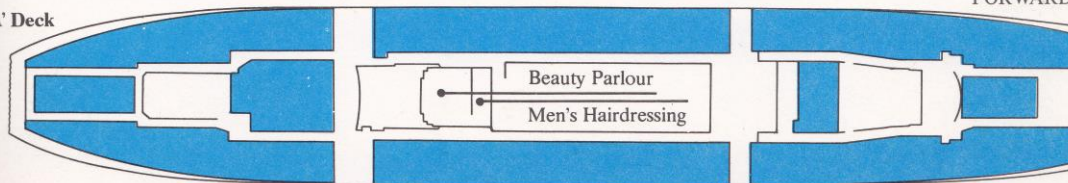
 Cabin accommodation

Main Deck



FORWARD


'A' Deck



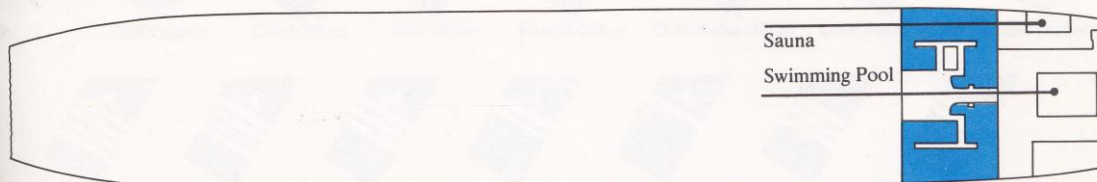
Deck Plan M/S Vistafjord

'C' Deck Cabins 731-747

Sauna. Swimming Pool.

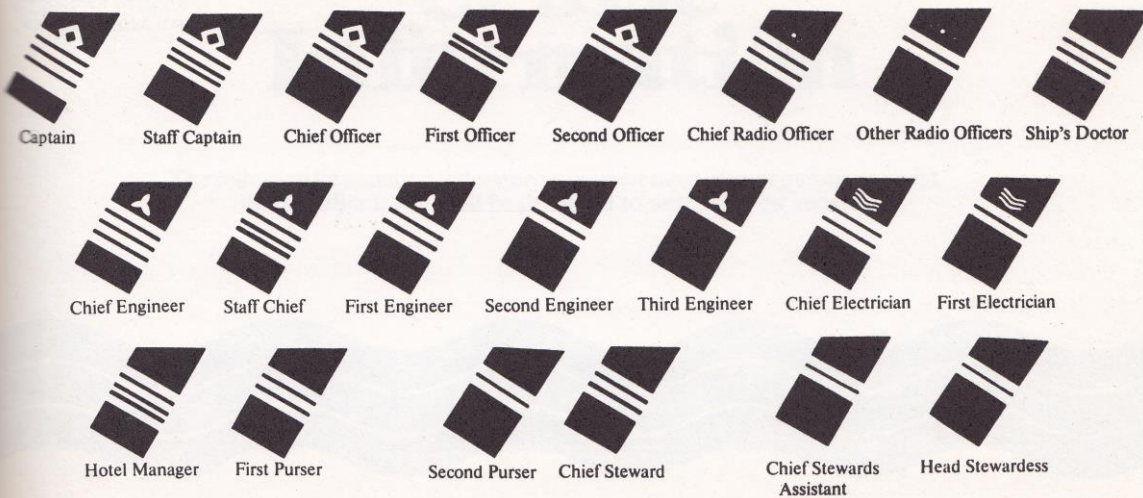
 Cabin accommodation

'C' Deck



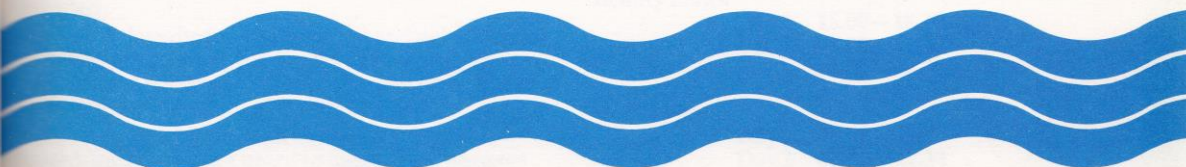
FORWARD

Officers' insignia



Cruise Information

The following information is designed to answer most of your questions about the Vistafjord. We shall be delighted to welcome you aboard.



Cruise Information

Air conditioning

The ship is air-conditioned by the 'indivent' system which means that you can regulate the temperature in your stateroom as you wish, day or night.

Baggage

There is no restriction on the amount of personal baggage you may take. It is important that all baggage is properly marked with your name, using the labels provided.

To avoid delays during embarkation and debarkation we would request that you carry your own luggage on board ship. Assistance on board ship will be provided, if necessary, by members of the ship's crew.

Since Norwegian American Cruises' liability is limited, passengers are urged to insure their baggage against possible loss or damage.

Beauty Parlor & Barber Shop

There are ladies' and gentlemen's hairdressing salons on board. Ladies are advised to make their appointments in advance, and to bring supplies of their favourite brands of toiletries which may not be available on board. The opening hours are as follows:

Beauty Parlor

Day 1	15.00—18.30
Day 2	09.00—12.30 14.30—18.30

Barbers Shop

Day 1	15.00—18.30
Day 2	09.00—12.30 14.30—18.30

Cruise Information

Communication ship to shore

The ship is equipped with telex and radiogram installations which provide contact between ship and shore whenever the vessel is at sea.

Cruise information office

The office is situated adjacent to the Purser's Office on the Upper Deck.

Our staff will be pleased to assist you and answer any queries you may have about the cruise programme and arrangements.

OFFICE HOURS

Day 1	15.00—18.30
Day 2	08.30—18.30
Day 3	08.00—10.00

Cruise News

The Daily Cruise News is a complete programme of events throughout the cruise. Your copy for Day 1 will be in your cabin on arrival and those for Day 2 and Day 3 will be placed in your cabin on each evening so that you will have full up-to-date details of the next days events.

Dining Room

Your dining table number will be on your Security Pass which you will receive immediately prior to embarkation.

All meal times are shown in the Programme of Events.

The dining room stewards will be pleased to show you to your table.

Cruise Information

Dress

Within the daily cruise programme we have only recommended dress requirements for the gentlemen at the Welcome and Gala Dinners. At these functions the ladies generally prefer to wear cocktail dresses or semi-formal evening gowns.

Clothes for all other times, including the Conference Sessions, are left to individual choice.

We would, however, remind you that the transfer from the ship to the quay in Douglas is by covered tender and we suggest that you bring the appropriate warm clothes with you.

Embarkation and Debarkation

We would ask that you adhere to the embarkation and debarkation procedures as set up in the programme.

These procedures particularly refer to the ISLE OF MAN operations where we need to ensure that all passengers who go ashore return to the ship.

Electrical appliances

The ship's voltage is 110 A.C., 60 cycles. Before using any electrical appliances, please consult your stewardess for advice. There are electric sockets for 220/110 volts razors in all cabins.

Cruise Information

Gymnasium

Enjoy a really exhilarating cruise by taking advantage of the facilities offered in the Swimming Pool area on C-Deck. Here is an excellent opportunity to limber up and keep fit. After a healthy swim in the indoor pool, there is nothing like a good Scandinavian sauna and massage to get your muscles tingling again.

Appointments may be made with the physiotherapists during the regular opening hours shown below.

The opening hours for the swimming pool are as follows:

Day 1	16.00—19.00
Day 2	07.00—12.00 15.00—19.00

Lost and found

Please notify the Purser's Office immediately of any items lost or found. Notices will then be posted on the various Notice Boards.

Cruise Information

Medical Services

Your cruise ship has a modern hospital under the direction of an experienced doctor assisted by trained nurses. Medical attention is available at all times. Although the ship's pharmacy is well stocked, passengers requiring special medicines or vitamins are advised to bring them along, since it may not be possible to obtain them on board or at ports of call.

The Doctor's Office is located in the hospital area, near the elevator on B-Deck aft. Medication for treatment of seasickness is provided without charge. Charges are made for medication for all other illness. If hospital confinement is required, an additional fee will be charged. In the event of an accident aboard ship there is no charge for Doctor's consultation, treatment or medication.

Passports

Not required as the cruise is within U.K. territorial waters.

Personal funds and currency

We are advised by Norwegian American Cruises that passengers will only be able to cash *one* personal cheque up to £25 supported by a bank card on each cruise.

No facilities exist for the use of credit cards on board ship.

We, therefore, recommend that you arrange to bring travellers cheques with you which can be used on board the ship in payment of bills for personal expenditure.

Money and other valuables may be kept in special strong boxes at the Purser's Office.



Cruise Information

Purser's Office

The Purser's Office is located on the Upper Deck, amidship. Here you may deposit money or valuables and send telegrams. Office hours are from **08.00** to **19.00** hours.

Room service

Room service is available on each day from 13.00–18.30 and 21.00–22.00.

For room service at these hours, push the service button in your cabin. At other times please dial the appropriate number for room service, using the telephone list in your cabin.

Safety on board

Passengers' safety is of the highest priority and the crew attend weekly boat and fire drills whenever practicable. All lifeboat equipment is thoroughly checked on these occasions. The ship has watertight doors and fire-doors, controlled from the bridge or at location. The most up-to-date fire detection devices, fire alarm, and fire-fighting systems have been installed throughout the ship.

If you detect fire or smoke, please act immediately, notifying the first crew member you see, and/or using the nearest fire alarm box.



Cruise Information

Security

In the interests of security, a pass will be issued to you at the reception desk. It will be necessary to carry this pass with you at all times and no embarkation will be allowed without it.

In addition, to ensure the full security of the cars prior to public launch, we would request that you do not bring cameras with you on board ship or onto the Isle of Man.

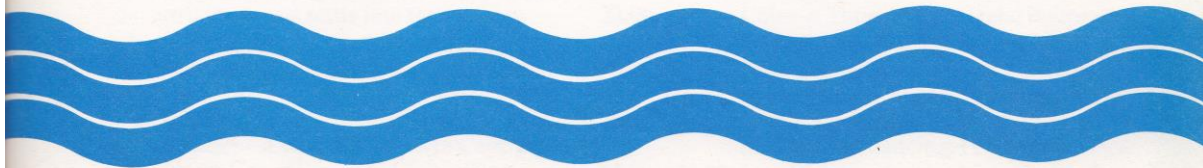
Passengers are advised to always lock their door when leaving their cabin.



Programme of events

Details of the programme for the launch can be found in the following daily pages.

Full details of all events will be found in the daily Cruise News which will be in your cabin on arrival and issued on each evening of the cruise.





Day 1

15.00—16.00 Embarkation on board ship at West Gladstone Dock, Liverpool.

Please time your arrival between these times to gain immediate embarkation on board ship.

16.00—17.00 Afternoon tea is served in the Garden Lounge.

17.00—18.25 **First Conference Session** in the Grand Ballroom. The ladies have the opportunity to unpack and settle into their cabins.

18.30 Bookings for Ladies Invitation Tour to be handed in to the BL Cruise Information Desk.

18.30—19.30 Cocktail Hour. Garden Lounge
Sponsor—Lombard North Cape Bar.
North Central Club Viking

19.30—21.30 Welcome Dinner. Vista Dining Room
(Dress—Lounge Suits.)

After dinner all bars cash sales.

21.30 After dinner music and dancing. Garden Lounge

After dinner music. Grand Ballroom

22.00 Cabaret Time. Grand Ballroom

Feature Film. Cinema

Club 52 Casino opens. Verandah Deck

23.00 Club Viking opens for late night dancing. Promenade Deck

23.00—24.00 Late Night snack. Vista Dining Room



Ladies Invitation Tour Isle of Man

Please complete the ticket and hand it in at the Cruise Information Desk by **18.30** hours on Day 1 of your cruise.

This tour has been arranged for those Ladies who would like to see beauty spots on the Isle of Man and visit the Tynwald Mills, where Manx cloth, Manx glass and skin care preparations are produced.

Tenders will embark from 'A' deck between **13.30** and **14.00** hours.

As an alternative, tenders will embark from 'A' deck between **15.00** and **15.15** for those Ladies just wishing to go ashore to Douglas.

Please note that the last tenders will leave the quay in Douglas to return to the ship at **18.00** hours.

IT IS IMPORTANT THAT THE DEBARKATION AND EMBARKATION PROCEDURES ARE STRICTLY ADHERED TO.

IN THE CASE OF ANY EMERGENCY WHILST ASHORE IN THE ISLE OF MAN PLEASE TELEPHONE CASTLETOWN 4111.

Ladies Invitation Isle of Man Tour

Embarkation Pass

Please show this card
when boarding the tender after the tour

Signature of Passenger _____

Ladies Invitation Isle of Man Tour

Debarcation Pass

Please hand in this section when leaving the ship

Signature of Passenger _____

Ladies Invitation Isle of Man Tour

Reservation

* Isle of Man Tour
Douglas shore visit

Passenger's Name.....
(Block capitals please)

Cabin No.....

Please reserve one seat.

It is important that this reservation is completed and handed in to the Cruise Information Office on the Upper Deck by 18.30 hrs. on Day 1 of your cruise.

* Delete whichever is inapplicable.

Day 2

04.00 approx. Vistafjord anchors in Douglas Bay I.O.M.
07.30—09.30 Breakfast is served. Vista Dining Room
09.30—11.00 **Second Conference Session.** Grand Ballroom
09.45—11.00 Ladies are invited to a presentation by the I.O.M. Tourist Board and Tynwald Mills. Garden Lounge
 A feature film will be shown in the cinema.
11.00 Exhibitions open. Cinema
 Informal Discussion. Lido Cafe
11.30—14.00 Lunch. Norse Lounge
 Sports Deck
 Vista Dining Room

13.00—13.20 Tenders embark from 'A' Deck for Ride and Drive Session Groups A, B and C. 'A' Deck
13.30—14.00 Tenders embark from 'A' Deck for Ladies Tour. 'A' Deck
14.20—14.40 Tenders embark from 'A' Deck for Ride and Drive Session 2 Groups D, E and F. 'A' Deck
15.00—15.15 Tenders embark from 'A' Deck for Ladies shore visit to Douglas. 'A' Deck

Day 2

15.30—18.00 All ship's tenders will operate a shuttle service from the quay in Douglas to the Vistafjord.
16.00—17.00 Afternoon tea Grand Ballroom
18.00 THE LAST TENDERS LEAVE THE QUAY IN DOUGLAS FOR FINAL EMBARKATION AND PREPARATION FOR SAILING.
18.30—19.30 Cocktail Party. Grand Ballroom
19.30—21.30 Gala Dinner. Vista Dining Room
 (Dress—Dinner Jackets.)
After dinner all bars cash sales.

21.30 After dinner music and dancing. Garden Lounge
 After dinner music. Grand Ballroom
22.00 Cabaret Time. Grand Ballroom
 Feature Film. Cinema
 Club 52 Casino opens. Verandah Deck
23.00 Club Viking opens for late night dancing. Promenade Deck
23.00—24.00 Late night snack. Vista Dining Room

Austin Metro Ride & Drive

To ensure that every delegate has the opportunity to test drive the car on the Isle of Man during the afternoon of Day 2, all the test drive periods have been pre-allocated. Session 1 is for Groups A, B, C. Session 2 is for Groups D, E, F. Embarkation onto the tenders will be from 'A' Deck and coaches will transfer delegates from the quay at Douglas to the Ride and Drive site.

Departure times from Vistafjord.

SESSION 1		SESSION 2	
GROUP A	13.00	GROUP D	14.20
GROUP B	13.10	GROUP E	14.30
GROUP C	13.20	GROUP F	14.40

Please note that the last tenders will leave the quay at Douglas at **18.00 hours**.


IT IS IMPORTANT THAT THE DEBARKATION AND EMBARKATION PROCEDURES ARE STRICTLY ADHERED TO.

Austin Metro Ride & Drive

Embarkation Pass

Please show this card when boarding the tender after the Ride & Drive event.

Delegate's Signature.....



Austin Metro Ride & Drive

You are invited to drive during the period stipulated below. Please report to the Test Drive Control Point bringing this card with you. Kindly write your name and company overleaf.

Delegate's Signature

Session

Group

Austin Metro Ride & Drive

Debarkation Pass

Please hand in this section when leaving the ship.

Delegate's Signature.....

Test Drive Authority


Name _____

Company _____

Time Out _____

Time In _____

Car No. _____



Day 3

07.30—09.00 Breakfast is served. Vista Dining Room

Luggage should be packed before breakfast. Passengers can leave their luggage in the cabins during breakfast. As the cabins will have to be serviced for embarking passengers, you are requested not to use the cabin after breakfast.

Debarkation will take place from 'A' Deck.

10.00 All debarkation to be complete.



Car Park Release

Your car has been kept under 24-hour security during the period of the cruise. Please complete this pass and hand it to the Car Park Marshall to obtain release of your car.



Please release the delegate's car as detailed below.

Austin Metro Cruise

Registration No.....

Signature.....

Finally...

We sincerely hope you have enjoyed this unique presentation of the Austin Metro. We wish you a safe journey home.

