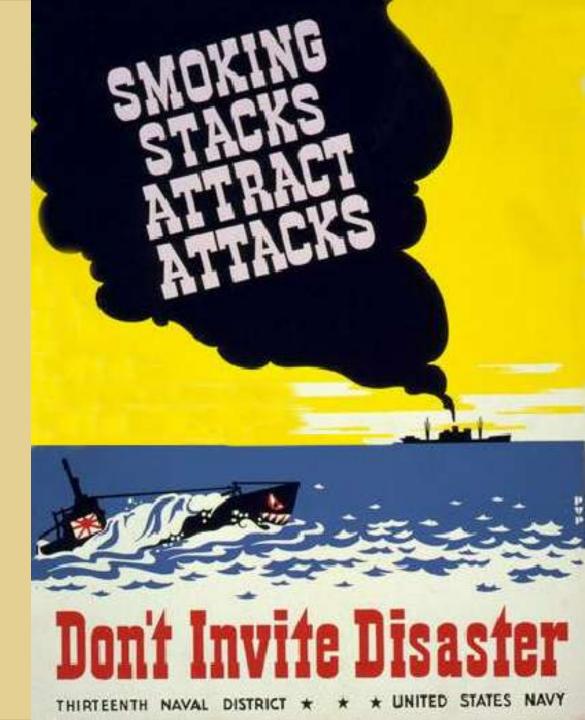
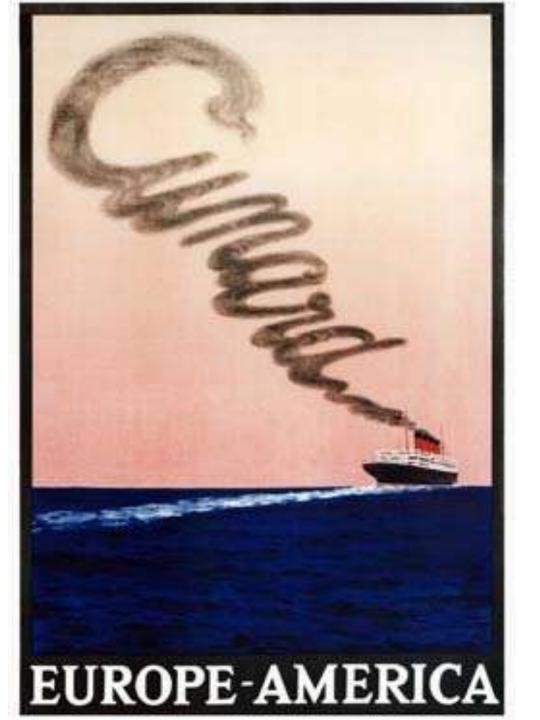




WHY?

OR ...









An Industry Initiative

Princess Developed . . .

In Juneau — 2001

Seattle – 2005

Vancouver – 2009

San Francisco — 2010

San Diego — 2010

Long Beach — 2011(?)

Los Angeles — 2010

is Now the Law

2008 California EPA Regulation —

What is the compliance schedule?

Date	Reduced Onboard Power Generation Option
Jan. 1, 2010	Shore-power equipped ships must use shore power if available at berth
Jan. 1, 2014	50% of all cruise ship calls on shore-power
Jan. 1, 2017	70% of all cruise ship calls on shore-power
Jan. 1, 2020	80% of all cruise ship calls on shore-power

OR – equivalent emissions reduction by other means



Emission Reductions per Ship Call (based on 77,441 GRT / 856' LOA as typical)

- 1.3 tons of nitrogen oxides (NOx)
- 0.87 tons of sulfur oxides (SOx)
- 19.7 tons of CO₂
- 140 lbs of PM





COMING TO A PORT NEAR YOU

When Is Shore Power Sustainable?

- Abundant Low Emitting Sources of Electricity
- Hydro; Natural Gas; Nuclear
- Available Distribution Infrastructure
- Frequent & Regular Cruise Ship Calls





San Francisco's Pier 27

