



Hurtigruten Svalbard is introducing eSleds - Electric snowmobiles. Here from a test-run in Finland. PHOTO: AUROA POWERTRAINS

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Hurtigruten introduces battery powered snowmobiles

Fully powered by renewable energy from the Arctic winds and midnight sun, here is the latest addition to the Hurtigruten fleet: Electric and emission-free snowmobiles.

The deal, a partnership between Hurtigruten's land-based adventure travel

company Hurtigruten Svalbard and the Finnish startup company Aurora Powertrains, is one of a kind in the history of snowmobiles and starts new era of silent and emission free snowmobiling.

- Exploring some of the most pristine areas of our planet has never been more eco-friendly. We firmly believe the future of travel is emission-free. Introducing electrical solutions in our land-based operations and activities is a major step in this direction. With the introduction of eSleds, Hurtigruten Svalbard once again leads the way with groundbreaking green technology, Hurtigruten CEO Daniel Skjeldam says.

Debuting this winter, Hurtigruten Svalbard's new eSled snowmobiles will offer modern-day explorers unforgettable wilderness experiences on the Arctic island of Svalbard.

With snow-capped mountains as the backdrop, guests will explore the Arctic winter landscape like never before, with silent and emission-free outdoor adventures under the northern lights.

Renewable Arctic energy



*Hurtigruten Svalbard will introduce the electric snowmobiles this winter.
PHOTO: HURTIGRUTEN*

To fully utilize the green potential in the sustainable operation of electric snow mobiles, Hurtigruten Svalbard will set up a separate power supply including solar panels, a windmill and battery packs for energy storage. The complete renewable energy solution is delivered by Assemblin AS.

- Our eSleds and the entire operation will literally be powered by the midnight sun and Arctic winds. For us, this is only the beginning. We are already planning similar solutions to be installed at our hotels and other

parts of our Svalbard operation, Hurtigruten Svalbard destination director Krisztina Uzonyi says.

Green revolution

The electric snowmobiles is the latest in a number of battery powered technology pushes by Hurtigruten and Hurtigruten Svalbard:

This summer, Hurtigruten introduced the [world's first hybrid powered cruise ship](#). Equipped with large battery packs, MS Roald Amundsen will be followed by MS Fridtjof Nansen spring of 2020.

Several existing Hurtigruten expedition cruise ships will be upgraded with [battery packs and green technology](#).

In a partnership with the Norwegian startup Brim Explorer, Hurtigruten Svalbard is introducing silent, [electric-powered and emission-free explorer catamarans](#).

With the eSled snowmobiles, Hurtigruten expands their battery revolution on shore – adding a truly unique experience for adventurous Arctic explorers.



The eSled will be powered by the midnight sun and arctic winds. PHOTO: AURORA POWERTRAINS

- At Aurora Powertrains we have a global mission to make “Snowmobiling Recharged”. eSled is based on ready-made chassis, combined with revolutionary technology. This will take Hurtigruten Svalbard’s guests into the Arctic wilderness, without emissions or the risk of disturbing wildlife, Aurora Powertrains Ltd CEO Ari Karjalainen says.

With long traditions as a mining society, electricity on Svalbard has until now been supplied by a coal-fired power plant.

- Our renewable energy solution will utilize the Arctic winds during winters and the 24 hours of Midnight sun during summer. By joining forces, we are combining Assemblin's green technology and Hurtigruten's unparalleled ambitions and push for more sustainable solutions in the travel industry. We hope others will follow, Assemblin project manager Lars Rise says.

For media: Find more photos and info in this link: <http://bit.ly/hurtigrutenSvalbard>

Book your Hurtigruten Svalbard silent, emission-free and [battery powered snowmobile adventure online here](#) or on (+47) 70 02 61 00

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Hurtigruten - World leader in exploration travel

Building on 125 years of Norwegian pioneering heritage, Hurtigruten is today the world's largest expedition cruise company.

Hurtigruten's rapidly growing fleet of custom-build expedition ships takes modern-day adventure travellers to the world's most spectacular destinations on our Planet - from the High North to Antarctica in the south.

Being the world leader in exploration travel comes with a great responsibility. Hurtigruten is enhancing destinations and runs an

responsible, sustainable global operation. Read more [about Hurtigruten's sustainability efforts here](#).

Hurtigruten introduced the world's first hybrid battery powered cruise ship, the MS Roald Amundsen this summer. In 2020 she is followed by sister ship MS Fridtjof Nansen.

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