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## Movie Park Germany Explores New Galaxies

**2017 season guests can look forward to the  
world's only *Star Trek*™ licensed roller coaster**

(Bottrop-Kirchhellen, 16 February 2017) Speed is of the essence. There's no time to think. Every maneuver has to be perfectly executed. There's only one attempt. Starfleet's enemy the Borg have the *U.S.S. Enterprise* locked in their tractor beam. The ship and its crew have been captured. The bridge of the *Enterprise* is deserted. The only hope of rescue is to send Starfleet cadets on a bold rescue mission. And this isn't going to be easy. The Borg ship's deflector shields will have to be breached so that its main systems can be destroyed. It's the only way to save the crew of the *Enterprise*. Despite an incredible adrenalin rush, the cadets have to fully focus on the task at hand. That's the new mission in deep space for Movie Park Germany's guests.

### **The warp speed coaster experience**

When they open the new attraction in early spring 2017 Movie Park Germany will be the only amusement park in the world with a *Star Trek*-themed roller coaster. The intergalactic triple launch coaster focuses on the *Star Trek: The Next Generation* series and is called *Star Trek: Operation Enterprise*. Guests enjoy a warp speed experience on the coaster thanks to a spectacular track, a twisted halfpipe with a 40 metre elevation that is the only

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one of its kind in Europe and an eight ton transfer track system.

Located at the main entrance of the park, this coaster is also the second-highest structure in the park and has fundamentally changed its skyline, according to General Manager Thorsten Backhaus. "The twisted halfpipe and the 30 metres-high top hat will give guests the adrenalin rush of their lives. *Star Trek: Operation Enterprise* is a triple launch coaster, which means that instead of slowly climbing the first incline the coaster is launched at high speed three times. It's the first time we've ever incorporated this kind of launch concept in one of our coaster rides."

#### **A new *Star Trek* universe has been created**

Movie Park Germany has collaborated closely with licensor CBS Consumer Products in the USA to develop a fantastic roller coaster plus a brand new Federation Plaza theme area. Surrounding a former film museum, the futuristic *Star Trek* set brings the Starfleet Academy world to life. Federation Plaza also has a brand new shop selling fan articles. "Guests access the Academy from the plaza through the doors of a 1000 square metres hall with different theme rooms where they enter the all-generation *Star Trek* universe to become Starfleet cadets," says Thorsten Backhaus, explaining the story behind *Star Trek: Operation Enterprise*. "Our guests are then sent on a mission as Starfleet cadets to save the entire crew of the *U.S.S. Enterprise* before the Borg can assimilate them."

#### **Exploring a new galaxy**

The crew of *Enterprise NCC-1701-D* are on their way to a United Federation of Planets meeting when they are attacked by the Borg and taken aboard the enemy ship. The *Enterprise* is now unmanned and caught in a tractor

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beam. The only hope of rescue is the Starfleet cadets on the bridge of a nearby ship at the time of the attack. From the transporter room they are beamed onto the *Enterprise* to rescue the crew with their shuttles. This holodeck mission's success depends on the cadets breaching the Borg ship's deflector shield, destroying its main systems and saving the crew of the *Enterprise*.

### **The perfect licensed attraction**

The General Manager of Germany's biggest film and amusement park believes this is the key to success: "It's not enough today to have a unique coaster. You also need the perfect storyline. We have to make our guests part of something exciting from the moment they enter the attraction to the moment they leave." *Star Trek* is a franchise that appeals to a wide audience. "Movie and TV series licenses are what our park is all about and *Star Trek* has been inspiring generations of people for more than 50 years."

When the new roller coaster opens in spring 2017 it will mark the completion of a project that took more than two years to plan and construct. "It all began with visitor surveys, market and target group analyses. We wanted a thrill attraction not only for teenagers and young adults, we wanted our new ride also to appeal to families. So we started looking for licenses with multi-generation appeal," explained Thorsten Backhaus. A long-term collaboration with the licensing partner was another aim. All these requirements eventually led to *Star Trek*. "The *Star Trek* franchise and the roller coaster are the perfect combination. We can hardly wait for it to open so that we can give our guests this unique galactic experience."

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Visit the website at [www.moviepark.de/startrek](http://www.moviepark.de/startrek) for more information about the attraction and the storyline.

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### **Movie Park Germany**

According to the motto of “Wow, I’m in the movies!” Movie Park Germany has been bringing unique entertaining experiences to guests with movie-based shows, attractions and events since 1996. Over 40 different attractions on an area of around 45 hectares in size allow guests to experience the excitement, entertainment and thrills of the movies. Germany’s biggest movie and entertainment park is a special experience for adults and children alike. It was certified as “OK for Kids” by the TÜV technical monitoring board in 2006. With Nickland, one of the biggest NICK theme areas in the world, and its TV heroes from The Teenage Mutant Ninja Turtles, Sponge Bob, Cosmo and Wanda, the park is ideal for families.

### **About CBS Consumer Products:**

CBS Consumer Products manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Television Studios and CBS Television Distribution, as well as from the company’s extensive library of titles, Showtime and CBS Films. Additionally, the group oversees online sales of programming merchandise. For more information, visit [www.cbsconsumerproducts.com](http://www.cbsconsumerproducts.com).

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