



Press Release – September 2016

AZUREE 41 AWARDED 2016 PERFORMANCE CRUISER AT SAILING TODAY AWARD CEREMONY

2016 Southampton Boat Show just kicked off with a great achievement for the Azuree Brand.

AZUREE is the brand of SIRENA MARINE offering modernly designed cruisers with high performance and seaworthiness, combining the best qualities in their category, as for versatility, smooth sailing, excellent balance and high interior volume.

Prestigious UK Sailing Today Magazine has awarded Azuree 41, just immediately after its worldwide debut at the recent Cannes Yachting Festival, as 2016 Performance Cruiser. A very impressive results considering that the boat touched the water in May 2016.

“The sleek lines and the design solutions proposed by Mr. Humphreys that lead to present on the market the widest sail surface, the use of highly technological materials and processes, the care for details that our factory can guarantee thanks to the internal production of GRP, furniture, stainless steel, upholstery and teak, the Italian design and comfort solution introduced in the interiors, are the main elements that make this brand new boat reach this prestigious success confirmed by significant interest on the market in just few months” commented Ipek Kiraç, Sirena Marine C.E.O., just after the award ceremony in Southampton.

Sailing Today editor Sam Fortescue said: “Introduced at Dusseldorf in January, the Azuree 41 is the latest in a line of comfortable, well finished yachts from the Turkish builder. She has a stylish, modern Italian interior with bags of light, and crisp exterior lines by the celebrated Rob Humphreys. She has more ballast than her predecessors, but a lighter hull with carbon fibre reinforcing. In other words, the Azuree 41 is a delightful family cruiser with a real turn of pace when you want to turn it on.”

For more details please visit:

www.sirenamarine.com.tr

www.azureeyachts.com

ABOUT SIRENA MARINE - sirenamarine.com.tr

Founded in 2006 by Kiraça Holding, Sirena Marine is a prominent manufacturer in the yachting and automotive sectors. Their initial agreement with world-renowned Italian motor yacht producer Azimut-Benetti Group (which evolved into a joint venture in 2008) has led Sirena Marine to become one of the most important yacht manufacturer in the Mediterranean area with more than 250 motor yachts and 90 sailboats built to date. Today, Sirena Marine is producing its own sailboats product lines, under the AZUREE and EUPHORIA brands, in its fully integrated 155,000 square meter facilities.

The Company is currently developing its new motoryachting brand Sirena Yachts: the first two models Sirena Yacht 64 and Sirena Yachts 56 will be unveiled during the upcoming Dusseldorf and Miami Boat shows

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