



AZUREE APPOINTS NEW DEALER IN GERMANY

Istanbul, June 7 2016

Turkish shipyard SIRENA MARINE has named German company NORDIC YACHTING as the exclusive dealer in Germany for its sailboats brand AZUREE.

AZUREE is the brand of SIRENA MARINE that offers 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.

With its models range, spanning from the AZUREE 33C launched in 2015, to the new AZUREE 41 just premiered at Dusseldorf boat show, and to the AZUREE 46, the flagship of the brand, AZUREE offers the best possible combination of cruising capabilities and performance.

NORDIC YACHTING, with its main office in the Ancora Marina in Neustadt, Germany, is also the distributor for Germany of Winner Yachts and Varianta. The company has been active in Germany since 2004.

“We are delighted to have the opportunity to work with NORDIC YACHTING” said Alessandro Furfaro, Sirena Marine Commercial Director, “Their experience in the sailing boats market, together with their strategic location in one of the most important and quickly developing marinas in the northern and Baltic sea, make them the ideal partner for us. We are happy to welcome all the NORDIC YACHTING team in the AZUREE rapidly growing distribution network, present with sales and service point in USA, Asia, Australia and all across Europe.”

Christoph Becker, general manager of NORDIC YACHTING, said: “We are very satisfied that we found with SIRENA MARINE and its brand AZUREE a serious and competent partner with high quality, up to date yachts. They will complement our portfolio.”



ABOUT SIRENA MARINE

Founded in 2006 by Kiraça Holding, Sirena Marine is a prominent manufacturer in the yachting and automotive sectors.

Its initial agreement with world-renowned Italian motor yacht producer Azimut-Benetti Group (which evolved into a joint venture in 2008) has led Sirena Marine into becoming the first batch-produced yacht manufacturer in Turkey, 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 located in Bursa, Orhangazi, in Turkey.

For more details please visit:

www.sirenamarine.com.tr

www.azureeyachts.com

www.nordic-yachting.com

CONTACTS:

info@sirenamarine.com.tr

info@nordic-yachting.com