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## **SIRENA MARINE – BOOT DUSSELDORF 2017**

***After a very successful debut at last Cannes Yachting Festival 2016, Sirena Marine is on display with Azuree 41 and Euphoria 68 at Boot Dusseldorf 2017 (Hall16), two fascinating and stunning yachts - a world a-part the actual competition (in their respective categories) - for their high quality, innovative and functional overall concept, no-compromise comfort and excellent performance under sail.***

### **DESIGN PHILOSOPHY**

The economic crisis in the yachting market will be won with a few selected but efficient weapons: no-compromise quality, superb design, passion, and strategic vision. This is Sirena Marine, the Turkish shipyard that during the last decade - the toughest decade in the history of shipbuilding – has launched 350 vessels, both sail and power, created two internationally successful new brands, and won over a sizable market segment. Proud of their success, as confirmed by public and media acclaims, Sirena Marine has been founded by the Kiraç family in 2006 as a supplier of vessels for a couple of the world's most important shipyards. As actual Azuree and Euphoria brands builder, the yard is now happy to announce important new strategies for the future that will consolidate their new brand approach and will increase their international presence.

Sirena Marine is presently active and distributed in Europe, the USA, Hong Kong, Australia and China.

**2010 - 2013: THE BIRTH OF AZUREE AND EUPHORIA** – The Board of Directors of the company (also active in the automotive and railway sectors) decided in 2010 that Sirena Marine had reached the necessary level of competence and strength to launch its own brand: The ability to work impeccably with vacuum infusion GRP, the use of machinery, technology and state-of-the-art tools, the know-how accumulated in years of boat building and the undisputed expertise of the Turkish craftsmen combined with the designer's genius, all translate into 100% in-house built boats.

Decision was taken in favor of sail and left no room for misunderstanding: the yacht to be designed must be a cut above the competition - beautiful, comfortable, seaworthy, fast and enjoyable. To succeed there was only one way to follow: unite the excellent workmanship and experience of Turkish shipwrights with the best designers on the international yacht market. No sooner said than done: the Azuree 40', designed by Giovanni Ceccarelli, was a resounding success, with almost 40 boats already sold. This all-new brand was catapulted into the limelight as the first design with the latest racing yacht characteristics of a hull shape with chines derived from ocean racers. It was the start of a new range and a new era for the shipyard that began to make it's own way.

As the Azuree line increased it's offerings with the 33, a yacht of strong structure with a carbon reinforced chine and comes in two models: Fast Cruiser and Cruiser – 2010 Boat of the Year for the Italian magazine Vela&Motore, the first yacht under ten meters with twin wheel and rudder steering.

Since Miss Ipek Kiraç joined Sirena Marine in 2012, the yard strategy moved forward an even more international approach with new designers involved in new projects and further efforts to establish the Brand on the Market.



The Azuree 46', designed by Rob Humphreys, epitomizing the international direction of the brand was the first outcome of the new strategy. The flagship of the Azuree performance-focused series received remarkable attention from the International audience and won many trophies in races including the Fastnet, Spi Ouest, King's Cup, IMS European Championship and the Spanish Royal Cup.

To pursue the strategic target fixed by the new Management, Sirena Marine decided to invest financial resources (with total annual sales of 30 million Euro and with 25 million Euro invested over the previous five years) both to keep the Bursa Orhangazi yard (currently employs 550 workers, 155,000 square meter area, of which 35,000 are covered) one of the most technologically advanced facility in the Mediterranean area and to increase the production range with the launch of the Euphoria brand in 2013.

Euphoria is an extremely refined semi-custom line of yachts from 54' to 84' (up to now) destined for a demanding, expert and competent clientele. Once again, the designers are today's best - Germán Frers, Argentinian designer of hundreds of famous yachts: Stealth, Luna Rossa, Il Moro di Venezia, to name just a few, and Design Unlimited, one of England's most famous interior design studios, quite active in the super-yacht segment.

Exceptional beauty, seaworthiness (CE Cat. A certification), comfort, superb detailing, and at the same time fast performers yachts comes out Sirena Marine – with ranges able to satisfy both true cruisers and speed seekers. Winning characteristics of the Azuree and Euphoria lines are flush decks with hidden fittings, a highly engineered hull, custom made steering systems, top-level mast, boom and winch suppliers, excellent detailing, a modern and attractive design, precision designed internal volumes for living spaces worthy of decidedly larger yachts and an ample range of options.

#### **THE AZUREE BRAND AT PRESENT:**

33C' (Ceccarelli–Sirena Marine), 41' (Humphreys–Spadolini), 46' (Humphreys–Sirena Marine)

#### **THE EUPHORIA BRAND AT PRESENT:**

54' (Frers – Design Unlimited), 68' (Frers – Design Unlimited), 84' (Frers)

#### **SPORT MEETS COMFORT: AZUREE 41'**

##### **NAVAL ARCHITECTURE**

The hull lines and exterior design brings Rob Humphreys signature. He was still the author of Azuree 46, and he has brought his vast design experience of ocean racing yachts into the new 41 footer.

Speaking about the new Azuree 41', Humphreys stated: *“This is a yacht designed to be at the top of the actual performance cruiser market segment, conceived to unite and harmonize the needs of those who want a boat for comfortable and relaxing cruising with those who need a run around the buoys.”*

The pronounced single chine guarantees excellent performance when heeled: the Azuree 41' heels and uses the chine to sail as straight as if she were on a track, optimizing the efficiency of the twin rudders at the same time.

Carbon fiber reinforced at the crucial stress points, the vacuum infused built hull guarantees light weight and stiffness, perfect for speed in light winds and powerful when the conditions



are more demanding. With about 100m<sup>2</sup> of sail area and an integrated bowsprit the Azuree 41' completely exploits her sporting pedigree.

The chinned hull combined with a T-shape bulb, allow the new Azuree 41 to offer one of widest sail area compared with other similar boats in this segment.

The use of an asymmetric sail area of 160sqm is make more easy and pleasant thanks to the bowsprit, integral part of the yacht.

Two rudders custom designed and realized in cooperation with Jefa guarantee in every moment maximum control of the boat.

## EXTERIORS

The deck is uncluttered and elegant; maneuvers from the mast and the Jib are recessed under the deck and lead to the cockpit in accordance with the dictates of easy sailing. The two primary winches are placed near the twin wheels within reach of the helmsman.

The cockpit is designed to host up to 8 people served by a foldable and removable table with stainless steel supports.

Once the transom opens into a spacious stern deck, the cockpit of the new Azuree 41 turns in an amazing terrace on the sea.

The maneuvering seats offer two generous storage space as well the setting area in the cockpit: Ropes, fenders, shoes, toolbox can be immediately stored and ready to use. Storage for the life raft in cockpit sole has been specially designed and other two hatches are accessible once the transom is open.

A 1.300 liter storage at the bow store huge elements like the swimming ladder and asymmetric sail.

## INTERIORS

The design of the interiors shows the prestigious hand of Tommaso Spadolini, exploiting interior volumes to the utmost with excellent stylistic solutions including the integration of the mast with the interior structures to create a seemingly endless space, while offering two below deck layout options, both with three cabins and a sail locker, offering a level of comfort never before seen on a 41' yacht.

Lockers, under bed storage solutions, a 200l fridge, a perfectly integrated chart table and some smart solutions like the possibility to convert the table in a double bed make this yacht versatile and ready for navigation with family and friends.

The use of clear wood quality finishing and ample windows that illuminate the interiors complete this fast cruiser, perfect for cruising but always ready for a race around the buoys.

The Azuree 41' offers two interior layouts: both with three cabins, one with a private headroom for the bow cabin and a second head aft. Both layouts include sail and anchor lockers.

**SPECS - LOA** 12.5 m, **LWL** 11.58 m, **Maximum beam** 3.93 m, **Draft** standard 2.4 m / optional 2.0 m, **Displacement** 8,600 kg, **Sail area** 100 sq.m

## CLASS AT SEA: EUPHORIA 68'

The guiding concept in the creation of this new 68' yacht was the offer of a yacht suitable for owners who dream of taking on the open ocean.

Euphoria 68 is a yacht that offers the ample volumes necessary for a lengthy cruise, but at the same time with a powerful hull able to handle with any sea.



## LIGHTNESS AND STIFFNESS

Hull and structural components are vacuum infused with vinyl-ester resin. Combinations of Bi-and-Unidirectional E-Glass and Carbon fibers are strategically positioned for strength vs. weight optimization.

All stiffeners are made out of E-Glass and Carbon fibers vacuum infused with vinyl-ester resin. Carbon composite is used also for Shroud chainplates while Backstay chainplates are made of stainless steel.

## CONTROL AND MANEUVRABILITY

Control and maneuverability are guaranteed by the twin carbon wheels integrated with a fully equipped control station.

Next to the wheels there's space for four winches to keep the controls close to the helmsman who is therefore more autonomous compared to the rest of the crew, following the modern dictates of easy-sailing.

Two teak steering foot steps integrated with the deck allow the skipper to perfectly lead the boat in upwind conditions while removable seats can be used during downwind navigations.

Hydraulic backstay and boom vang, park avenue boom and modern under-deck halyard system guarantee perfect control of main sails and jibs practically under all wind conditions.

The twin rudders guarantee perfect control in any sea, not only when heeled well over but also when maneuvering in close quarters. 463 square meters of asymmetric spinnaker assure fun and power when off the wind.

## EXTERNAL DESIGN AND COMFORT

The streamlined cabin top hosts nine hatches that when combined with the eight portholes in the hull guarantee ample light and air below-deck. Forward there is lots of open space to relax and sunbath.

Hatches and teak on deck are perfectly fitting to create a full flush deck. The aesthetic effect, key value of Euphoria positioning, is obtained also by storing a large sprayhood (1,8m height x 3,1m large) in a dedicated teak covered hatch in front of the companionway when not in use.

The cockpit area (22 sqm) is designed to guarantee easiness of maneuvering and maximum comfort for guests during navigation. 10 sitting people can be easily accommodated on two over 2,80 meter benches that can be used as chase longues as well. The foldable table is sustained by two stainless steel legs and made up of foldable teak leaves so to provide easiness of movement when closed.

The carbon composite transom platform in teak is operated by a hydraulic system. It offers at the same time a fantastic entrance to the sea and the opportunity to directly access to a huge lazarette (discretely hidden when the platform is open) capable of hosting even a 2,6 length tender and other voluminous elements (i.e. bimini cockpit coverage solution).

German Frers, who attended the launch ceremony, and sailed the brand new Euphoria 68 during her first trials, said: *"I am very pleased to have sailed the brand new Euphoria 68 during her first trials. The yacht construction it is top quality, and everything on board, sailing gear, rigging, deck equipment and ship's system worked without a flaw. She is fast, responsive, with good stability. Her clean decks and comfortable interiors are remarkably well executed and finished, the cockpit ample and well thought out. I feel very proud of this new model."*

## CUSTOMIZED INTERIORS

The layout favors privacy, with the owner's aft cabin, separated from the crew quarters forward by the galley and crew area.



An extraordinary saloon area of over 22 sqm is the hearth of this project. Natural light, indirect led controlled lighting system, perfectly integrated within the saloon chart table and integrated Bose Audio system. Up-&down TV make this area a perfect corner during long lasting navigation. The ample windows provide incredible light for the dinette, finished with prestigious woods in a palette of light and natural colors making the area fresh and contemporary.

Interior customization is one of this cruiser's key points: further options include the possibility of placing the owner's cabin forward or other solutions studied by the Shipyard. Euphoria 68/11 offers to the owner the possibility to customize approx. 20sqm of his personal area.

**BRIEF SPECS - LOA** 21.04 m, **LWL** 19.53 m, **Maximum beam** 5.81 m, **Draft** standard 3,8 m / optional 2.40 m, **Displacement** 32,000 kg, **Sail area** 265 sq.m

#### **ABOUT SIRENA MARINE - [sirenamarine.com.tr](http://sirenamarine.com.tr)**

Founded in 2006 by Kıraa 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 100 sailboats built to date.

Today, Sirena Marine produces its own sailboats product lines, under the AZUREE and EUPHORIA brands, in its fully integrated 155,000 square meter facilities.

Sirena Marine – celebrating 10 years of success – announced at the 2016 Cannes Yachting Festival a double world-premiere: Azuree 41' and Euphoria 68'. Both along with the strategic announcement of Sirena Yachts, its all-new motor-yacht brand, for the production of modern-classic semi displacement GRP motor yacht between 56 feet to 100+ft of size.

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