



Press Release – September 2016

SIRENA MARINE ENTERS MOTORYACHT MARKET WITH THE ALL NEW SIRENA YACHTS BRAND

THE THIRD PHASE OF SIRENA MARINE: A NEW MOTORYACHT LINE

Ready to ride – and conquer – a scene presided over by only a few actors, Sirena Marine is back to its roots of motor yacht builder, in a segment that it knows very well, having produced and designed hundreds of successful motor yachts over the years. Just a few details have been revealed of a top-secret project: the presence of world famous designers and production already underway on vessels of two models that will be introduced at next year's Dusseldorf and Miami boat shows.

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

Its initial agreement with world-renowned Italian motor yacht producer Azimut-Benetti Group (which evolved into a joint venture in 2008) has led into Sirena Marine becoming one of the first yacht manufacturer in the Mediterranean Area, for sails and motorboats so far with approx 250 motor-yacht and an overall of 100 sailing yachts produced in the company's recently expanded facilities of approx. 155.000 sqm.

The next step in Sirena Marine successful path is to enter the motor yacht market with its own all-new brand **Sirena Yachts**.

This yard new production will compete in the new-classic semi displacement motor yacht market **between 56 and 120 feet (?)**.

The range has been designed by two of the best designers on the international scene: **Frers Naval Architecture & Engineering** for Naval Architecture Exterior Design and Engineering and **Spadolini Desgin Studio** for interior design.

The **key facts** of the new range are:

- unparalleled exteriors and interiors spaces and livability
- fuel and water capacity designed to really offer Long Range cruises
- consumption efficiency (30% more efficient than direct competitors)
- powerful engines to face all sea conditions and guarantee high max speed

The first model of the range will be **Sirena 64** which, compared to yachts of similar size, will feature greater fuel and water capacity together with more powerful engines and higher maximum speed up to 27 knots. Furthermore, Sirena 64 will be characterized by a 38sqm flybridge where to enjoy the amazing sea view and breath clean air, a spacious main deck of approx. 52 sqm and larger cabins in the category (in particular the Owner quarter will measure approx. 24 sqm). Generally, compared to its main competitors, Sirena 64 is expected to be over 30% more efficient in



consumption in particular in the 12 – 16 knots range. Some smart features like the Jacuzzi (optional) will make this product unique on the market. **Sirena 64 will be launched in January during the 2017 edition of the BOOTE - Dusseldorf Boat Show.**

The second-born of Sirena Yacht will be the **Sirena 56** that, following the good example of its bigger sister, will be more powerful than its direct competitors and equipped with updated engines to guarantee power, safety and excellent performances. It will feature great external surface areas to fully enjoy the natural environment and bigger internal spaces both regarding the cabins and the saloon. **Sirena 56 will be presented during the 2017 Yachts Miami Beach International Boat Show**, where also the **Sirena 64** will be exposed.

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.

For July 2016 Sirena Marine – celebrating 10 years of success – announces the 2016 Cannes Yachting Festival double world-premiere: Azuree 41' and Euphoria 68'. Both along with an all-new strategic announcement to be unveiled at the media event at the show.

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