



SIRENA MARINE APPOINTS NEW AZUREE DEALER IN SPAIN

Istanbul, April 1, 2016

Turkish shipyard SIRENA MARINE has appointed Spanish company MALLORCA NAVAL as the exclusive dealer in Spain 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.

MALLORCA NAVAL, with its main office in Palma de Mallorca, and through its web portal VENDEBARCOS.COM, is also the distributor for Spain of Italmar and Promarine, a charter operator, and one of the most experienced brokers in the Balearics. The company has been active in Palma de Mallorca since 2003.

“Having the opportunity to work with such an experienced and professional operator in Spain, who is known for its customer care high standards, is great news for SIRENA MARINE” said Alessandro Furfaro, Sirena Marine Commercial Director. “The appointment of MALLORCA NAVAL will further strengthen the well established dealer network of the AZUREE brand, relying today on sales and service points covering territories from USA to China, from Europe to Australia. We are glad to welcome all the MALLORCA NAVAL team in our family.”

Mariano de Pablo, Commercial Director of MALLORCA NAVAL, said: “We are delighted about this new agreement with SIRENA MARINE, whose products’ high quality is widely acknowledged. This agreement represents a milestone for us, and we are genuinely confident in the future of this new venture.”



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.azuree.com.tr

www.vendebarcos.com

CONTACTS:

info@sirenamarine.com.tr

contacto@vendebarcos.com