



Press Release – September 2016

SIRENA YACHTS APPOINTS ITS FIRST DEALER IN ITALY

SIRENA MARINE, prominent manufacturer in the yachting and automotive sector, has named GPY MARINE as the exclusive dealer for the Italian West Coast and Sicily (Sardinia excluded) for its long range brand SIRENA YACHTS.

Immediately after the announcement of the Press Conference during which the Top Management announced the strategic choice of entering the motor yacht market with its new brand Sirena Yachts in Cannes, the interest for this project raised dramatically so that several top established dealers started discussing the opportunity to promote the range in their territory with the Company,

The Sirena Yacht 64 will be officially presented during the upcoming Dusseldorf Boat Show, while the Sirena Yachts 56 will be unveiled during the Miami International Boat Show together with the second unit of the Sirena Yachts 64 model.

In the next few years the range will expand up to 120' with 3 concepts already under development.

“We are very pleased to have the opportunity to collaborate with GPY MARINE” stated Ipek Kiraç, Sirena Marine CEO, “Their great expertise of the motor yacht market, I am sure, will provides the team and the SIRENA YACHT BRAND with excellent local support and experience to rightly market the product in the west coast of Italy. This new partnership with an over 30 year experienced dealer, just few weeks after the project announcement, witnesses the quality of our work both in term of product and capability to establish solid relationship based on a clear project.”

“We are very proud of our agreement with Sirena Marine. We know the quality of the products realized thanks to our previous experience where we could physically touch the materials and the care for details the Company put in the motor yachts it realizes. Sirena Yachts, we are sure, is bringing impressive new value to a market niche that is getting more and more interest. Performances (speeds and consumptions) and spaces on board are really impressive compared with other players already on the market as well as the full control Sirena Marine has on critical elements like GRP, stainless steel, teak, furniture and upholstery allow us to fully leverage the product quality.” Stated Giovanni Granai, GPY MARINE CEO.

For more details please visit:
www.sirenamarine.com.tr

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'.

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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