

SIRENA YACHTS

Press Release – March 2017

SIRENA YACHTS MARKS THE SALE OF 4 UNITS OF SIRENA 64 AND THE ALL NEW SIRENA 56 WOWS MIAMI

- *4 units of Sirena 64 already sold after just two months since its official debut at Boot Dusseldorf 2017 at the end of January*
- *Sirena 56 - second model of the new Sirena Yachts motoryacht range – successfully debuted at Yachts Miami Beach Show 2017*

Sirena Yachts – the new motoryacht range of Sirena Marine – confirms the successful world premiere of the Sirena 56 at latest Yachts Miami Beach Show 2017.

SIRENA 64 4 UNITS ALREADY SOLD SINCE ITS DEBUT IN JANUARY

Sirena Yachts is also very proud to announce that **4 units of Sirena 64 have already been sold** since its debut at Boot Dusseldorf 2017 last January.

“Sirena 64 is an exceptional yacht able to emphasize all great Sirena Yachts attributes, like an innovative exterior design, an efficient and seaworthy hull, great exterior living spaces and spacious interiors, all coupled with a very robust but weight-efficient construction.” stated Miss Ipek Kirac - Sirena Marine CEO “The sale of four units in such a brief period of time is a testament to the great job that the Sirena has done on this product, with the valuable collaboration of designers with the likes of German Frers and Tommaso Spadolini”.

SIRENA 56 – AMAZING DEBUT IN MIAMI

Following the presentation of Sirena 64 at Boot Dusseldorf 2017, Sirena Yachts range is now enriched with a second model. An important step forward for the brand with the planned creation of **five semi-displacement models from 56’ to over 100’.**

As the larger 64’, Sirena 56 was designed by two of the world’s most important designers: **Frers Naval Architecture & Engineering** studio was responsible for hull form and exterior lines, while the **Spadolini Design Studio** created the interiors.

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

- *unparalleled exterior and interior spaces and comfortable livability*
- *fuel and water capacity designed to really offer Long Range*
- *consumption efficiency (20% more efficient than direct competitors)*
- *Class A design gives high seaworthiness at all sea conditions and efficient hull guarantees high max speed*

ABOUT THE HULL

“The new Sirena Yachts 56” - says German Frers - “is the latest model to complement the Sirena Yachts range. The Sirena 56 is the smaller of a projected line of five motor yachts planned for the near future by Sirena Yachts. As her

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predecessor, Sirena 64, she benefits from the development of an efficient hull underbody and incorporates the best performance at a wide range of Froude numbers, in either displacement mode or up to planing conditions. Cruising in comfort and safety with low fuel consumption will enable her owners to explore all corners of the globe. Construction is high quality, utilizing resin infusion for best fibre to resin content results. The scantlings and hull reinforcements have been manufactured in compliance with ISO 12215 requirements. The resulting hull has 35% more speed when compared to a traditional hull when driven with the same engines, and is also able to hold a constant speed with considerable savings in fuel consumption.”

EXTERIOR OVERVIEW

Sirena 56 is characterized by a spacious 27.5 square meter flybridge, much larger than its direct competitors, offering an incredible view of the sea from the large sun bathing area. The convertible hardtop lets you enjoy the flybridge even under the midday sun.

The cockpit is sheltered by the flybridge’s structure, an ideal place to relax with a cocktail or light lunch. Two stairways give easy access to the wide stern platform, a true private beach.

Forward is a spacious area dedicated to pure relaxation with its vast sun bathing area, completely sheltered even when underway.

“Aesthetically she is distinctive in appearance” - continues German Frers - “showing the strong purposeful character of an expedition yacht, incorporating full headroom throughout, large uncluttered deck areas, and expansive window surfaces, complemented by a fly bridge which is larger than ones normally encountered on a motor yacht of this size.”

INTERIOR OVERVIEW

“The first Sirena 56” - says Tommaso Spadolini in charge of the interior design - “will have a two cabin interior layout. This version guarantees significant interior volumes, with a 16 sqm stern cabin and an almost 20 sqm forward cabin. The latter has, as well, direct access to the large living area; a design solution usually only found on much larger yachts. In the day area the close attention we paid to ergonomics and use of the available space is also evident; here the simple closure of the dining table creates two separate areas - a further guarantee of increased privacy.”

Having the galley located near the stern is perfect for setting the table in the cockpit thanks to the complete absence of steps, creating a single spacious area for both indoor and outdoor living.

The Sirena 56 also offers a second interior layout with a three cabin version. Aft the payout is the same, while forward we find the VIP cabin and another cabin with twin beds and two bathrooms. The third bathroom has a double entry for day guest use.

With the huge lateral windows running full length without interruption and another window on the cabin-top, an impressive amount of natural light permeates the interiors, bringing out the best of the contrasting colors of the oak and wengé.

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ABOUT SIRENA MARINE - sirenamarine.com.tr

Founded in 2006 by Kira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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