

# SIRENA YACHTS

Press Release – December 2016

## SIRENA YACHTS DOUBLE DEBUT AT YACHTS MIAMI BEACH SHOW NEXT FEBRUARY 2017

- *World debut for Sirena 56*
- *U.S. debut for Sirena 64*
- *Naval architecture by Frers Naval Architecture & Engineering*
- *Spadolini Design Studio for interior design*

Sirena Yachts - the all new Sirena Marine motor-yacht brand - has the pleasure to announce the world debut of Sirena 56 and the U.S debut of Sirena 64 at next Yachts Miami Beach show 2017 (16-20 February 2017).

After announcing the premiere of Sirena 64 about to debut during the next Boot Dusseldorf in January, the 2017 new boat shows season sees again Sirena Yachts still under spotlights with its two new models in the U.S.

The two models have 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 Design Studio** for interior design.

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 cruises*
- *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*

### **SIRENA 56 WORLD DEBUT**

The second-born of Sirena Yachts will be **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 64 U.S. DEBUT**

The largest model of the range is **Sirena 64** - ready for her European debut in Dusseldorf next January 2017 - that, compared to others of similar size, will feature greater fuel and water capacity together with more powerful engines and higher maximum speed up to 27 knots. The yard will provide the option of more powerful engines as well. 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 approx. 20% more efficient in consumption at most expected cruising speed of 16 knots. Some smart features like the Jacuzzi (optional) will make this product unique on the market.

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## **SIRENA YACHTS: A NEW MOTORYACHT LINE FOR SIRENA MARINE**

Last September Sirena Marine revealed its forthcoming entry into the motor yachts market and now the renowned Turkish shipyard is ready to keep its word! Ready to ride – and conquer – a scene covered by only a few actors, Sirena Marine is now back to the motor yacht production, a segment that it knows very well having produced and designed hundreds of successful motor yachts over the years.

Founded in 2006 by Kıraa 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.

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

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

In July 2016 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.

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