

SIRENA YACHTS

Press Release – June 2017

SIRENA YACHTS READY TO WOW THE AUDIENCE AT NEXT 2017 CANNES YACHTING FESTIVAL

- *European debut for Sirena 56*
- *Sirena 64 first time on water in Europe*
- *Currently 8 units of Sirena 64 and 2 units of Sirena 56 sold*
- *Naval architecture by Frers Naval Architecture & Engineering*
- *Spadolini Design Studio for interior design*
- *A new bigger model to be unveiled during the show*

Sirena Yachts - the all new Sirena Marine motor-yacht brand - has the pleasure to announce the European debut of Sirena 56 and Sirena 64 for the very first time on water in Europe at Cannes Yachting Festival 2017 (12-17 September 2017).

After the successful debut of Sirena 64 at Boot Dusseldorf and the exciting world presentation of Sirena 56 at Yachts Miami Beach - the 2017 boat shows season sees Sirena Yachts still under spotlights with its two new models in Cannes.

With currently 8 units of Sirena 64 and 2 units of Sirena 56 sold, these 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 EUROPEAN DEBUT

After the successful world debut during last 2017 Yachts Miami Beach boat show, the second-born of Sirena Yachts arrives in Europe.

Sirena 56 - following the good example of its bigger sister – Sirena 64 - is more powerful than its direct competitors and equipped with updated engines to guarantee power, safety and excellent performances. It features great external surface areas to fully enjoy the natural environment and bigger internal spaces both regarding the cabins and the saloon.

Sirena 56 is available in 2 different interior layouts: 2 cabin version, incorporating 2 spacious master cabins with individual en-suite facilities; 3 cabin version with VIP cabin and twin berth layout, all with en-suite facilities.

The hull form has been developed for dual mode navigation, which gives long range capability for extended passage making. The flybridge arrangement offers comfortable, yet innovative, sunbathing areas, designed with meticulous attention to detail, using hand-crafted finishing.

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SIRENA 64 FIRST TIME ON WATER IN EUROPE

The largest model of the range is currently **Sirena 64**, presented at Boot Dusseldorf 2017 in January. Compared to others of similar size, features greater fuel and water capacity together with more powerful engines and higher maximum speed up to 27 knots. The yard provides the option of more powerful engines as well.

Furthermore, Sirena 64 is 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 measures approx. 24 sqm). Generally, compared to its main competitors, Sirena 64 is approx. 20% more efficient in consumption at most expected cruising speed of 16 knots. Some smart features like the Jacuzzi (optional) make this product unique on the market.

A NEW BIGGER MODEL TO BE UNVEILED DURING THE SHOW

The Cannes Yachting Festival is one of the favorite boat show of the Turkish yacht builder. President Miss Ipek Kirac and all new Sirena Yachts team plan to reveal – with a dedicated media presentation – more details about the new largest motoryacht model that will expand the current Sirena Yachts range. More to come during the next months.

ABOUT SIRENA MARINE - sirenamarine.com.tr

Founded in 2006 by Kıraca 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 and 100+ft of size.

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