

SIRENA YACHTS

Press Release – June 2017

SIRENA YACHTS 56 READY FOR THE EUROPEAN DEBUT AT CANNES YACHTING FESTIVAL 2017

- *Sirena 56 - second model of Sirena Yachts motoryacht gamma - ready for the European debut after the exciting world premiere at last Yachts Miami Beach*
- *Naval architecture by Frers Naval Architecture & Engineering*
- *Spadolini Design Studio designed the interiors*

Sirena Yachts – the new motoryacht gamma of Sirena Marine – is pleased to announce the European debut of Sirena 56 at Cannes Yachting Festival 2017 (12-17 September).

After 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 2 units sold, 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 with her predecessor, the Sirena 64, she benefits from the development of a hull underbody that is efficient, 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.

SIRENA YACHTS

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 that 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 possibility 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.

SIRENA YACHTS: A NEW MOTORYACHT LINE FOR SIRENA MARINE

Founded in 2006 by Kiraça Holding, Sirena Marine is a prominent manufacturer in the yachting and automotive sectors. Their initial agreement with world-renowned

SIRENA YACHTS

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 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.

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 90 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.

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.

PRESS OFFICE

Sand People Communication

www.sandpeoplecommunication.com

Gianluca Poerio - Mob +39 338 33 89563 - g@sandpeoplecommunication.com

Alice Paniccia m. +39 347 5870171 – ap@sandpeoplecommunication.com

SIRENA MARINE CONTACTS

İstanbul Sales Office

Abdi İpekçi Cad. Ada Apt. No: 22/18 K:5 Nişantaşı / İstanbul 34367

sales@sirenamarine.com.tr - info@sirenamarine.com.tr - T: +90 212 219 74 74

Bursa Factory

Sirena Marine Denizcilik San.Tic.A.Ş. - Çeltikçi Mahallesi Han Yeri Mevkii

Orhangazi - Bursa - T: +90 224 275 76 00