

# SIRENA YACHTS

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## - SIRENA YACHTS -

Sirena Yachts selected Derani Yachts as exclusive dealer for Thailand, Malaysia and Singapore

- Thai company Derani Yachts is the *new exclusive dealer in Thailand, Malaysia and Singapore*

- The new dealer is based in Phuket and is operated on site by *an international professional team* with extensive knowledge in the worldwide yachting market

Sirena Yachts' successful path is still on pace and after the unveiling of their new flagship Sirena 85 during last Miami Yachts Show is delighted to announce the selection of Derani Yachts ([www.derani-yachts.com](http://www.derani-yachts.com)) as its new exclusive dealer in Thailand, Malaysia and Singapore.

Since the official announcement of its strategic entry in the motor-yacht market at Cannes Yachting Festival 2016, this is another additional remarkable achievement for Sirena Yachts that confirms its strong international position.

The company is based in Phuket, Thailand and is operated on site by an international professional team with extensive knowledge in the worldwide yachting market.

*"Derani Yachts is based on the island of Phuket which is centrally located on the Andaman coast of Southern Thailand, one of Southeast Asia best cruising areas. Established in Phuket in 2004 by Håkan Lange who had been selling boats in Kuala Lumpur, Malaysia since 1996, Derani Yachts is your one-stop-shop for all your boating needs. Our service includes sales and brokerage of new and used boats, handover & training, warranty & service, yacht management, insurance, crew and maintenance."* said Ian Hewett, brokerage manager who will be in charge of Sirena at Derani Yachts.

*"We are pleased that Derani Yachts have been appointed as the exclusive dealer in Thailand, Malaysia and Singapore for Sirena Yachts."* Continues Ian Hewett, *"Sirena Marine's new line of motor yachts differences from the other brands. From a generous flybridge to aft*

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*seating areas and wide open spaces, the brief called for an exciting new breed of expedition vessels. Bold, sophisticated and spacious by design."*

*"Our commercial goal is to expand in every major market of the world to create the highest level of brand awareness. In order to achieve that goal we are investigating very thoroughly our possible partners. In this context our new regional partner will be Derani Yachts, based in Thailand alongside covering Singapore and Malaysia. We wish our new Dealer great success and welcome Derani Yachts into our family," said Ali Onger, Sirena Yachts sales manager.*

## **ABOUT SIRENA MARINE - [sirenamarine.com.tr](http://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 YACHTS is the Sirena Marine 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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