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- SIRENA YACHTS -

Sirena Yachts appoints new Middle Eastern dealer

Sirena Yachts has announced Deals on Keels in the UAE as its official distributor for the GCC countries (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates).

Deals on Keels, yacht sales division of Yacht Controller FZE, has more than 20 years' experience in yacht sales, marine supplies and consultancy in the Middle East. With a successful track record of working with major yachting brands, the company enjoys strong regional connections in the marine industry, a large database of prospects and, just as importantly, a full understanding of the commercial and practical considerations of boating in the region.

In addition to offering new or pre-owned quality yachts to clients, this local knowledge can now be shared with Sirena Yachts.

"We are honoured to be appointed as SIRENA dealers for the GCC countries and be able to offer our discerning clientele a quality brand that has been missing in the region," says Captain Alessio Tumbiolo of Deals on Keels. "The peculiarity of all SIRENA yachts is their long range, fuel efficiency and excellent seaworthiness in all sea conditions. Even the smallest in the range is able to cruise from Kuwait to Muscat via Dubai, or even Jeddah to Beirut or Muscat to the Maldives, on their own bottom without refuelling."

"This new agreement with Deals on Keels in the Middle Eastern is big news for us," says Demet Yesilaltay, Marketing & Corporate Communications Administrator for Sirena Yachts. "They will help us grow our market in the GCC countries, and will be representing us for the first time at the 2018 Abu Dhabi Boat Show from 17-20 October."

ABOUT SIRENA MARINE - sirenamarine.com.tr

Founded in 2006 by Kıraca Holding, Sirena Marine is a prominent manufacturer in both the Yachting and Automotive Industries.

Sirena Marine's vision is to develop internationally-renowned yachting brands by drawing on the talents of world-leading designers like Germán Frers, Rob Humphreys, Tommaso Spadolini and Giovanni Ceccarelli and combining their skills with its own hard-won manufacturing expertise and considerable engineering knowhow. This approach has already borne fruit in Sirena's award-winning AZUREE Sailing Brand, the outstanding EUPHORIA Luxury Sailing Series and Company's brand-new SIRENA Motor Yachts. Having discovered that its expertise can successfully be applied beyond the yachting sphere, Sirena

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recently expanded into producing composite and stainless components for the rail, automotive, defense and heavy equipment sectors. The company's passionate commitment to quality and worldwide brand development has attracted clients from all over the globe, from Europe to the US, Australia and to China.

FULL CONTROL MANUFACTURING

State-of-the-art technology meets unparalleled handcrafting capabilities. All Sirena Marine product lines are manufactured in the company's own facility, where over 550 employees – including 80 engineers – work in a 155,000 square meters of area. By keeping key-manufacturing activities, such as stainless steel, furniture, teak and upholstery as well as all composite parts in-house, the company is keeping on to build its own experience and skills that led Sirena Marine become one of the leading Yacht Manufacturers in the Mediterranean region.

All Sirena Yachts' hulls and decks are built using the vacuum infusion method, allowing Sirena Marine to combine today's top technology with consolidated yachting craftsmanship principles. Tools and processes are co-engineered with worldwide suppliers, where 400 years of handcrafting experience and passion in yacht building guarantee meticulous execution and detailing.

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