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## Sirena 64 Middle East premiere at 2019 Dubai International Boat Show

- For the first time the Turkish shipyard will participate at the most important Middle Eastern boat show with Sirena 64

Sirena Yachts is proud to announce its debut at the Dubai International Boat Show (26 February – 2 March) with its flagship Sirena 64.

Designed by two of the best designers on the international scene - Frers Naval Architecture & Engineering for naval architecture, exterior design and engineering and Tommaso Spadolini for interior design – Sirena 64 features unparalleled exterior and interior spaces and comfortable liveability, fuel and water capacity designed to offer long range cruises, great consumption efficiency and a Class A design giving high seaworthiness at all sea conditions and efficient hull guarantees high max speed.

*“We are very glad to participate in the 2019 Dubai Boat Show for the first time”* says Demet Yesilaltay, Marketing & Corporate Communications Manager for Sirena Yachts. *“To achieve the best goals, we will collaborate with our new dealer Deals on Keels that is helping us to grow our market in the GCC countries. This is an excellent opportunity for our brand to expand in a major market of the world and to increase the brand awareness in order to continue our market penetration phase.*

*“The first in Sirena Yacht’s new breed of long-range vessels, Sirena 64 is suitable for large families and couples cruising.”* Continues Demet Yesilaltay *“Perfect for the Middle East market, it features a spacious two or three-configuration layout with floor-to-ceiling glass windows, reams of natural light, and an interior design by Tommaso Spadolini. This 68-footer amalgamates Italian flair with Turkish craftsmanship, brought together on an innovative hull design. She’s also environment-conscious, with greater fuel and water capacity than others of similar size, and is close to 20 per cent more efficient.*

*“We are very honoured to represent Sirena Yachts in the Middle East.”* States Capt. Alessio Tumbiolo, CEO Yacht Controller/Deals on Keels Dubai *“We strongly believe in the construction quality, performance and design of Sirena Yachts and we are confident of the success that the brand will have in the years to come, in our Region. We are proud to welcome our guests at the Dubai Boat Show 2019 for the Middle Premiere of the Sirena 64.”*

To arrange a private visit of Sirena 64 please call +971504558151

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

Founded in 2006 by Kiraça 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 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-

# SIRENA YACHTS

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.

## **PRESS OFFICE / SAND PEOPLE COMMUNICATION**

*sandpeoplecommunication.com*

**Alice Paniccia**

*ap@sandpeoplecommunication.com*

m. +39 388 1631323

## **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