

JANUARY 2019 / FOR IMMEDIATE RELEASE

Sirena Yachts announced Marstrand Yachts as its official distributor for North Europe

Sirena Yachts has announced the Swedish Marstrand Yachts as its official distributor for the Nordic European countries (Sweden, Norway, Denmark and Finland).

Marstrand Yachts, with more than 10 years of experience in selling exclusive, long distance cruising yachts in the region, has 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 a full understanding of the commercial and practical considerations of boating in the region. With its branches in Marstrand and Saltsjöbaden/Stockholm, Marstrand yachts is located strategically to cover the whole region.

Now its experience in selling new or pre-owned quality yachts and its local knowledge can be shared with Sirena Yachts.

"We are honoured to be appointed as Sirena Yachts dealers for the Nordic European countries and be able to offer our discerning clientele a modern quality brand that has been missing in the region," says Peter Johansson CEO of Marstrand Yachts.

"As Sirena Marine; we continue our Dealer Network expansion by appointing our latest Nordic European Dealer, Marstrand Yachts. We are pleased to work with Mr Johansson, CEO of Marstrand Yachts, and his valuable team in the coming years. This collaboration surely will create a great synergy to reach a fruitful and successful partnership." Says Ali Onger, Commercial Group Manager of Sirena Marine.

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 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

SIRENA YACHTS

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. +39 347 5870171 - +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