

SIRENA YACHTS

Press Release, August 2017

SIRENA YACHTS READY FOR A STRONG EXPANSION IN THE UNITED STATES

- ***Sirena Yachts has expanded in North America with new headquarters in Fort Lauderdale***
- ***New on-site team appointed and already operational***
- ***Sirena celebrates the sale of two Sirena 56 units and one Sirena 64 for North America in recent months***
- ***Participating at the Fort Lauderdale Int'l Boat Show 2017, Sirena will display two different versions of its Sirena 64 model***

Sirena Marine's successful path is still on pace and after the presentation of two new motor yachts models Sirena 64 and 56 under the Sirena Yachts brand, is proud to announce the expansion in the North America with a new headquarter office in the US and with a dedicated on-site professional team.

Since its official debut at last Yachts Miami Beach Show last February, an additional remarkable achievement for Sirena Yachts that confirms its strong position in the American market is the recent sale of 2 units of Sirena 56 and 1 unit of Sirena 64 in America.

Sirena Yachts is also excited to announce that two units of Sirena 64 Sirena will be officially on display at the 58th Fort Lauderdale International Boat Show (November 1-5, 2017).

SIRENA YACHTS EXPANDS IN NORTH AMERICA

Based on the solid and positive flow generated by the U.S debut of two of the current model range, Sirena Yachts is now ready to significantly make more steps ahead into the American market.

In order to enhance the services to the extensive US market demand, the Turkish shipyard announces the opening of a new US headquarter with a on-site professional team in Fort Lauderdale, the capital of yachting in the United States and not only.

"We are expecting the US market to grow at a substantial pace in the near future." Ms Ipek Kirac, Sirena Marine CEO refers - "the product itself has been designed in order to cover many regions in the US by being a long range category A and also being able to go in the inland lakes and waterways. We have established Sirena Marine LLC in New York and have plans on expanding our sales and our after sales network in North America with Constantino's US team which has recently joined us. Our strategy would be to start the expansion from Florida, North East coast and the North West coast."

Sirena Yachts US is operated on site by a professional team with extensive knowledge in the international boating market. *"My team and I actually enjoy the challenging task of launching and establishing new brands. We're truly excited about our collaboration with Sirena."* stated **Constantinos Constantinou**, who is heading operations for Sirena in North America. **Constantinou**, respected in the industry and credited for having successfully introduced and established other yacht brands in North America such as Absolute and Greenline, added: *"I am*

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very excited about teaming up with Sirena for several reasons. Sirena Marine is composed by a very professional and structured team, driven by passion, dedication, knowledge and expertise. We collaborate with some of the most important designers in the international scene to create superb and innovative products that perfectly suit the US market. To succeed in the tough US market requires much more than just a top product: one needs to have a total customer-centric approach and work hard to earn respect, have the willingness and eagerness to meet customer requirements, apply a long-term vision and persistence – all backed by a solid financial background and world-class technical resources. This is Sirena Marine.”

SIRENA YACHTS AT FLIBS 2017 WITH TWO UNITS OF S64

Aligned with the above mentioned goals - Sirena Yachts is proud to announce that two units of Sirena 64 will be officially on display at the 58th Fort Lauderdale International Boat Show (November 1-5, 2017).

“We’re looking forward to attending FLIBS with two Sirena 64 units, the first and currently largest model of Sirena Yachts” Constantinos Constantinou continued, “after having sold 3 yachts in recent weeks, and the great interest we have enjoyed since the Yachts Miami Beach show, we feel confident about Sirena’s future in the US and North America as a whole. We have a very clear strategy going forward”

The first and largest model of Sirena Yachts’ range is the Sirena 64 which, compared to others of similar size, features superior seakeeping capabilities, greater fuel and water capacity together with more powerful engines and higher maximum speed up to 27 knots. The yard provides the option of more powerful engines as well.

Built to Category A standards, the Sirena 64 is characterized by a 410 sqft flybridge for amazing views and fresh air boating, a spacious main deck of approx. 560 sqft and the largest cabins in the category. The owner quarters in particular, with approx. 260 sqft, boasts the biggest master suite in its size class, both in term of surface and volume. The area counts on a full beam bathroom with separate washroom, toilet and shower areas.

Generally, compared to its main competitors, the Sirena 64 is approx. 20% more efficient in consumption at most common cruising speed range of 16-19 knots. Some smart features like the Jacuzzi (optional) make this product unique on the market.

The interior of the Sirena 64 can be customized and tailored to meet the each client’s preferences and desires.

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ABOUT SIRENA MARINE - sirenamarine.com.tr

Founded in 2006 by Kiraça 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 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, for the production of modern-classic semi displacement GRP motor yacht between 56 feet to 100+ft of size.

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