

Press Release

February 14, 2013

The goal of İpek Kıraç:

“Creating international Turkish brands”

İpek Kıraç, the daughter of **Suna** and **Inan Kıraç**, launched her business career in August 2011 after completing her education in the USA, and, as of March 2012, was appointed as the **CEO** of **Sirena Marine**, one of the **Kıraç Group** companies and the only and first mass producer for sailboats in Turkey.

With its **8333 kilometers of coastline**, **Turkey** has many advantages necessary for the yacht and sailboat industry such as qualified workmanship, effective costs, qualified subsidiary industry, technological infrastructure, proximity to international markets and convenient climate. The “**marine sector**” provides employment, supports subsidiary industry production, has a high export rate and is connected to many other sectors such as marina and tourism. It also offers significant added-value, making our country one of the **key** and **promising** international markets.

Sirena Marine was established in 2006 upon the agreement made with the world-renowned Italian **motoryacht** manufacturer **Azimut - Benetti Group** and in 2008 the cooperation was transformed into a partnership, thus, **Turkey** became the **first** country, **where** the Azimut - Benetti Group carried out its **manufacturing** outside Italy.

Besides manufacturing Azimut 42E, Magellano 43, Azimut 40, Azimut 40S and Azimut 55 models, **Sirena Marine** is the sole distributor of the whole product range of the Azimut - Benetti Group in Turkey. In addition to producing motoryachts, **Sirena Marine** became **the first mass producer for sailboats in Turkey** and created its own brand range, “**Azuree**”.

The Azuree 33 and **Azuree 40** sailboats developed by the design and engineering teams of **Sirena Marine** together with international teams, are manufactured in the Bursa Orhangazi Factory, a 155,000 m²-wide facility, including a 25,000 m²-wide indoor area. **Sirena Marine** employs a total of 409 employees (330 of them blue-collared) and it produced **262** motoryachts and sailboats since its establishment.

The Azuree Range has received many international awards worldwide since 2010 when it was first launched and in the same year, **Azuree 33** was elected the “**Yacht of the Year / Barca dell’Anno**” at the International Genoa Boat Show.

2012, the year when **İpek Kır** was assigned as the CEO, was a period of progress for **Sirena Marine**. Along with the management reorganization, the international network of the dealers also grew and **Sirena Marine** achieved sales at the Hong Kong, Japan and Australia coasts, establishing the target of “**creating international Turkish brands**” for the two new sailboats “**Azuree 46**” and “**Euphoria 54**” to sail through the international waters.

Developed specially for the performance-oriented **Azuree Range** in cooperation with one of the world-wide known designers **Rob Humphreys**, “**Azuree 46**” is the first international Turkish brand created by Sirena Marine.

Design and manufacturing work for the new yacht range “**Euphoria**”, which is focused on the upper segment, are proceeding with **Germán Frers**, known as a guru for boat design in the world , accomplishing revolutionizing designs in this field.

As **Sirena Marine** becomes a significant player in the sector under the management of **İpek Kır**, who set herself the goal of “**creating international Turkish brands**”, very few days are left for the “**Euphoria 54**”, designed by **Germán Frers**, and the “**Azuree 46**”, designed by **Rob Humphreys**, to land on international waters.

The **Sirena Marine Team** will host the sea-lovers at the **CNR Eurasia Boat Show** at the **Azimut Stand** and the **Azuree Stand** between February 15 and 24.

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