

Sirena Marine launches flagship Azuree 46 at Cannes Boat Show

Sirena Marine, one of Europe's leading boat-builders, has unveiled its latest model, the Rob Humphreys-designed Azuree 46, at the Cannes Boat Show.

The new flagship of the Azuree range, the 46 is the first Sirena Marina model to be designed and produced following a management restructure under new CEO Ipek Kirac.

Developed by Sirena Marine's new team and built at the company's hi-tech, purpose-built factory in Bursa, Turkey, this latest Azuree, says Humphreys, is, "a beautifully appointed world-class yacht, manufactured to the highest modern boatbuilding standards for owners looking for fast cruising in comfort and style."

Providing high levels of safety and comfort both on the open seas and in anchorage, the 46 features an innovative cockpit with fold-down bathing platform and seats that transform quickly into sunbeds. When passage making or racing, the cockpit sunbeds and table fold away just as quickly to provide ample room for the crew to work the cockpit. Other options include a carbon rig together with a bowsprit to make setting of Code 0 headsails and gennakers all the easier and to further extend performance capability.

Below decks, the Azuree 46 exudes style and creativity. The use of light-oak in the interior accentuates the feeling of freshness and space throughout a light, capacious six-berth three-cabin layout. Accommodation includes an owner's suite forward and two staterooms aft that convert into single-berthed cabins when required, with the option also to have a separate single cabin for a professional crew.

Underlining the significance of the Azuree 46 international launch at Cannes to her company, Sirena Marine CEO Ipek Kirac says: "The new 46 marks the culmination of an exciting new chapter in our company's development. We have worked tirelessly to bring together local high quality boatbuilding skills and facilities with top international yacht designers. After a recent visit, one yachting editor described our facility here in Turkey as, 'one of the best-kept secrets in the industry.' The new 46 now provides further evidence that we have something very special indeed to offer anyone looking for the best in modern boatbuilding. The world premier of the Azuree 46 at Cannes is a significant milestone in the company's new era and further projects will be announced shortly."

Azuree 46 designer Rob Humphreys concludes: "With its new vision and considerable investment in the future, I believe that Sirena Marine is set to become a major force in the international boatbuilding industry."

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Note for Editors

About Sirena Marine

Founded in 2006, Sirena Marine is part of the Kiraca group of companies, one of Turkey's largest corporates. The group has a combined turnover in excess of \$168m US and key interests in the automotive, independent aftermarket, design engineering, marine and energy industries.

With the appointment in 2012 of Ipek Kirac as CEO, and its management restructure, Sirena Marine is fast becoming a major force in the boatbuilding industry with a vision to create successful international brands.

The company was formed following an agreement with the Italian Azimut-Benetti Group, Europe's third-largest boat manufacturer, to produce the Azimut range of powerboats at Sirena Marine's modern, purpose-built factory in Bursa in the northwest of Turkey.

Sirena Marine currently employs over 400 staff at this 25,000 square metre power and sailboat production facility.

As well as manufacturing Azimut motor yachts, Sirena Marine has created its own Azuree range of world-class yachts, which are covered by a comprehensive two-year warranty. The Azuree range is Turkey's first series-produced sailboat brand.

The design and engineering of the Azuree 33, Azuree 40, and now the Azuree 46, has been a collaborative effort between Sirena Marine's own design department and an international team of design and engineering specialists.

- The Azuree 40 was one of the five finalists within the performance cruising yacht category of the highly prestigious European Yacht of the Year Awards in 2010-11.
- The Azuree 33 was named Barca dell'Anno (Yacht of the Year) at its debut at the Genoa Boat Show in 2011.
- According to Sirena Marine CEO Ipek Kirac. "The new Azuree 46 epitomises our vision by blending quality and value like no other boat in its class. The world premier of this new flagship Azuree model at the Cannes Boat Show in September 2013 was a significant milestone in the company's new era."

The Azuree range is currently available through authorised distributors/ dealers in the following countries: France, Greece, Italy, Slovenia, Spain and Australia.

Alongside its activities in marine industry, Sirena Marine is also a manufacturer and supplier for the automotive and defence Industries.