

# SIRENA YACHTS

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## Sirena Yachts signs agreement with official distributor in Australia and New Zealand

Luxury boatbuilder **Sirena Yachts** is delighted to appoint **E-Yachts** as the official dealer in Australia and New Zealand.

*“I have been watching Sirena for two years now, after introducing the 58, 64 then 88 at Cannes”, comments **Peter Hrones, Managing Director at E-Yachts**. “There are thousands of boats at some of the big boatshows in the USA and Europe and when a boat makes me stop and I do a double take I then know it’s worth looking into more. It all starts with the hull, with a sailor’s philosophy, I knew this modern, semi-displacement hull and cutting bow were built for reliability and performance. For Australian area, the carbon superstructure and T-Top, vertical windows and ample shade are perfect for sun protection, plus with the hydraulic platform as standard it couldn’t be easier to jump in the ocean and cool off.”*

**E-Yachts** is the exclusive dealer in Australia and New Zealand for leading brands of European dayboats and motoryachts, such as Axopar, Sealine, Greenline, Fjord, Outer Reef and Vanquish and more. They have offices and showrooms in Sydney, Melbourne, Gold Coast, Perth & Auckland.

*“We’re happy to partner with such a strong company and real professional on the Australian market. If you are looking for a high quality yacht in this part of the world, backed by sensational service you’ve come to the right place,” said **Ali Onger, Commercial Group Manager of Sirena Marine**. “E-Yachts has been in business since 2005, with a consistent promise to bring leading, innovative powerboats and luxury motor yachts to Australia and offer unparalleled service and advice.”*

Sirena Yachts’ line includes three yachts – Sirena 58, 64 and flagship 88.

*“The 58 feels like a 65 footer, I was instantly attracted to the awesome bow area, massive cockpit and flybridge all with plenty of seating for entertaining,” added **Peter Hrones**. “Walking inside the interior layout is simple and works. Full beam owners cabin plus another two good size cabins and two ensuites just concludes that yes, this is a boat that has got the world’s best and most renowned boat designers for both the exterior and the interior, German Frers, Cor D.Rover and Tommaso Spadolini. Sirena fits perfectly in E-Yachts exclusive designer portfolio and we cannot wait to introduce these yachts to the Australian and New Zealand market.”*

### **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, Cor D. Rover, 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.

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## 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 600 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 suppliers, where 400 years of handcrafting experience and passion in yacht building guarantee meticulous execution and detailing.

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