



JANUARY 2019 / FOR IMMEDIATE RELEASE

Euphoria 54 Big comeback at next Boot Dusseldorf 2019

Euphoria 54, the first born in the Euphoria range designed by one of the world's leading yacht designer German Frers, continues to be a great success and is ready for its big comeback at next Boot Dusseldorf 2019 (19-27 January, Hall 16 Stand D57)

With the 54, Frers has created what Sirena Marine describes as, *“A stunning, contemporary yacht that combines the highest levels of live-aboard luxury and undoubted performance ability.”*

Technical perfection is evident in the elegant yet modern lines of the Euphoria 54, a great blue-water cruiser capable of effortless performance in all weather conditions.

Striking an excellent balance between performance, easy sailing, aesthetics and comfort, the Euphoria 54 is built using vinylester resin-injected moulding methods to ensure an ultra-strong but lightweight hull and deck. A choice of aluminium or carbon fibre spars and the option of slab or roller furling mainsails are available.

“My aim has been to create a contemporary, sea-kindly and safe 54-footer that combines excellent performance with the highest levels of live-aboard luxury. The wedge-shaped, powerful hull-from and ergonomic deck layout offer a very good balance between performance, ease of handling, aesthetics and comfort.” states German Frers. *“The clean, efficient deck layout - free of halyards and lines - is a particular hallmark of ours”.*

The dominant feature of the deck is a deckhouse with long, slender windows uninterruptedly connected with the forward part of the deck to create a central free area all the way up to the companionway that make the yacht ideal for short-handed sailing or with the smallest of crews.

The cockpit, closed at the stern by a large opening control panel, is protected by high sea breakers extending up to the stern wheel. Easy sailing is guaranteed by two winches at the helmsman's fingertips at the bow of the helm station.

The interiors have been designed in collaboration with Design Unlimited with a layout including three very spacious double cabins and three bathrooms, and permit addition of a crew cabin.

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 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