

MOTOR YACHTS • SAILING YACHTS • MULTIHULLS

YACHT CLASS

MONACO

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BILINGUAL MAGAZINE  

TESTS

BENETTI B.NOW 50m. OASIS DECK

MANGUSTA OCEANO 39

SIRENA 48

TURQUOISE JEWELS 53m.

CLASS CATAMARAN

TEST LEOPARD 40 PC

YACHTING IN MONACO

TOUTE L'ACTUALITE
DU YACHTING
EN PRINCIPAUTE



Boot Düsseldorf

PROJETS ET NOUVEAUTES VOILIERS, MOTOR YACHTS & CATAMARANS

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D : 11.90 € - ITA/ESP/PORT CONT : 10.90 € - TOM : 1430 XPF

Sirena has large-scale projects

This Turkish brand, based in Istanbul, is an extension of an industrial group that decided to create a nautical division in 2006. Its first model, the Sirena 64, was exhibited at the Boot Düsseldorf in 2016.

Today, Sirena offers six vessels from 48 to 88 feet. In 2022, management decided to raise the bar and announced the birth of the Sirena Superyachts family, consisting of three models: a 35-metre, a 42-metre and a 50-metre. CCO Ali Onger tells us all about it.

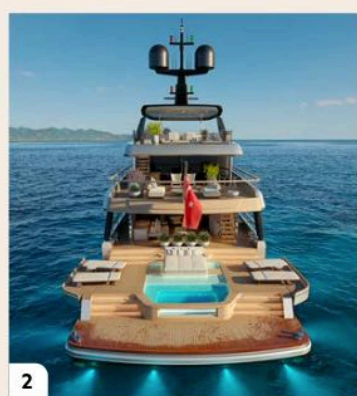


What is the position held by the Sirena brand on the European and international market?

Sirena is a successful brand that is well known and respected by many clients worldwide. The shipyard celebrated more than 40 successful yacht deliveries in 2023, which spanned its entire size range. We delivered yachts all over the world, namely to US, Italy, Turkey, UAE, New Caledonia and Maldives, and also Sirena Yachts are available in Japan.

What are the strong points of your current models, six models from 48 to 88 feet and do they correspond to a well-defined genre?

Large interior values and the flexibility of Sirena's models go some way in explaining their widespread popularity. As one notable example, owners of the Sirena 78 able to opt for an open, a semi-enclosed or a fully-enclosed flybridge design, depending on their preferences and needs, with all designs benefitting from enormous windows to allow in natural light and facilitate stunning views, whilst blocking the effects of wind, spray and adverse weather. Sirena continues to stay ahead of the curve where technology is concerned, as evidenced by its deployment of new highly efficient dual mode hull technology which ensures smooth navigation and excellent seakeeping, alongside the exceptional sound insulation and advanced carbon technology which can be found on all of its latest models. From 2024, we offer hybrid propulsion for all our models, which is a big step in terms of sustainability.



Cette unité doit son design extérieur à Luca Vallebona (1). Voilà une poupe qui ravira bien des plaisanciers (2).

The exterior design is by Luca Vallebona (1). This stern will delight many yachtsmen (2).

You have just announced your entry into the large unit segment by launching a new family called Superyacht, how will it present itself?

We are no strangers to building complexity at the highest levels of quality. Our foundational model range has picked up several awards and plaudits, so it was a natural extension to develop an innovative range of superyacht models at 35 metres, 42 metres and 50 metres to compliment the brand's appeal. Construction of the first Sirena Superyacht, the 42M model, will begin this spring. We have selected high profile partners for this project. Luca Vallebona has been selected to create the exterior and layout, while the Italian studio Hot Lab, part of The Viken Group, has been chosen to design the interior spaces. The interiors of the 42M are simply stunning, with stylishly realised options that allow for highly personalised finishing coupled to design flexibility in layout that ties in perfectly with Sirena's forward-thinking approach to general arrangements without impacting on engineering elements.