



SIRENA MARINE ANNOUNCES A STUNNING NEW DESIGN BY GERMAN FRERS

EUPHORIA

At the 52nd Genoa Boat Show (Salone Nautico Internazionale Genova) next week, 6-14 October, Sirena Marine announces design details of Euphoria, the first model of a new product range being designed exclusively for Sirena Marine by the celebrated Argentinian designer German Frers.

With Euphoria, Sirena Marine is embarking on a vision to launch a new world brand. The secret is the genius of German Frers and a seamless harmony between technology and aesthetics.

Ipek Kır a , CEO of Sirena Marine, comments, “This is another milestone in Sirena Marine’s business development plans. I am very excited to be working alongside German Frers, one of the world’s most famous yacht designers. Based in Argentina, he has an office here in Italy, in Milan, and knows from years of experience exactly what owners want and how to design fast, elegant and easily driven yachts. That is exactly where Sirena Marine is aiming with our worldwide product offer.

“Euphoria will bring a fresh enthusiasm to the maritime industry and Sirena Marine will continue to grow fast in the international arena with the new design range, leading on from our success with the Azuree 33 and 40.”

German Frers says he is extremely excited to be involved with the Euphoria project. The design will be entirely under his control and he will be deeply involved at all stages of the development.

Throughout the Boat Show, Sirena Marine will be showcasing its award-winning yachts Azuree 33 and Azuree 40. See them by in berths 119 and 121, right by the Sirena Marine stand, C16.

[For detailed information and high-resolution images of the Azuree range, please contact Banu Tekin: +90 530 141 7709 / banu.tekin@sirenamarine.com.tr](#)



About Sirena Marine

Sirena Marine produces the Azuree 33 and Azuree 40 Cruiser, Fast Cruiser and Voyage models at its base in the province of Bursa in western Turkey, close to Istanbul. The range of luxury Azimut Yachts is also produced there, in Sirena Marine's modern, 103,000 sqm premises, with an indoor area of 35,000 sqm.

The company is known globally for its cutting-edge and pioneering manufacturing methods, enabling it to produce yachts with a multitude of features that differentiate them from their international competitors.

About German Frers

German Frers, working first of all with his father, German Frers Snr, designed his first yacht in 1958. Since then, the German Frers company has designed more than 1,000 yachts, ranging from successful racing hulls to super yachts. He has personally designed some of the world's most famous and legendary names on the racing and cruising circuits for owners looking for quality, good looks and exceptionally high performance. Today, he and his son, also called German but better known as 'Mani', head a team of designers, architects and engineers, some of whom have been with the company for more than 25 years.