

# SIRENA YACHTS

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## Steady growth as Sirena Yachts opens a new shipyard

- *Sirena has renovated three build halls in Yalova*
- *Dedicated to the new superyacht line, starting with the 42 Steel*
- *Brings workforce to some 1,200 people*
- *Regular, sustainable growth in demand*
- *124 yachts built to date, representing 9,000ft*

Steady growth in both sales volumes and model sizes has led **Sirena Yachts** to expand its yacht production facilities in Turkey. Leasing waterside building halls in the shipbuilding centre of Yalova, near Istanbul, has added an extra 150,000 square metres of construction space to Sirena's estate and boosted the workforce to 1,200. The intention is to concentrate production of Sirena's Steel 42 superyacht there.

*"Yalova is an area renowned for its commercial shipbuilding, so it is appropriate that we should be building the new 42 Steel there,"* said **Chief Operations Officer Ali Onger**. *"Hot steel work, such as cutting, bending and welding will all be done by sub-contractors on site. We will also do the outfitting and interior fit-out here. The chief advantage is that we can launch our growing range of big yachts directly from the production halls, with no need for transportation to the water's edge."*

The new Yalova site joins Sirena's two existing building locations in the region. The main facility is a 155,000 square metre complex some 25 minutes' drive from the sea, where the brand's smaller series yachts are built. *"Our original shipyard lies inland, and it is still the main site where we manufacture the Sirena 48, 58, 68 and 78. On the Sirena 68 and 78 we perform the final fit out at another location in Yalova, as this keeps the air draught low enough to pass under a number of bridges,"* said **Onger**.

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Then there is the Tuzla shipyard, which has been given over exclusively to the production of the 88ft flagship, **Onger** explained. *“It is a big boat, so you cannot transport it by motorway. We needed a special area by the sea where we could launch them directly. We have a huge hangar where we can build four 88s at the same time – three in moulding and one in fit-out.”*

It all marks an impressive period of strong double-digit annual growth for a brand that was only launched in late 2016. The key has been rigorous design work beforehand, strong cost control and a deep understanding of what the mid-size yachting segment wants. Since Sirena’s debut 64 hit the water in 2017, the yard has invested wisely and cautiously and been rewarded with sustainable growth in order numbers, especially from the US market.

“We want to be present in different size ranges,” said **Onger**. *“We want to be the go-to shipyard that can accommodate the needs of the clients from the Sirena 48 upwards. The biggest brands don’t build this small anymore, but somebody has to be there to provide yachts that can get clients started on their boating journey. This way, we can provide the right yacht for each stage of the client’s yachting life.”*

The design part of the story is simple. Sirena has partnered with highly reputed designers, such as German Frers, Cor D. Rover, Luca Vallebona, and Hot Lab to fit the maximum of features into the most pleasing lines. *“We are trying to get the most out of any given size,”* said **Onger**. *“Look at our 48-footer with three cabins and two bathrooms, for instance. At the other end of the scale, we’re doing the same thing with the 42m, which has an owner’s patio, a huge plunge pool aft and a 45-50sqm saloon. Our strategy is to give the maximum space, usage and benefit to whichever boat the client wants.”*

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