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Sirena Yachts doubles down on the US market in partnership with Yachts360

- Sirena seeks US growth
- Yachts360 exclusive dealer in Florida and neighbouring states
- Pre-owned and new boat sales
- Adds nearly 100 US brokers

Sirena Yachts has appointed a new dealer in the US to support expansion in the southeast of the country. It has signed a partnership with Fort Lauderdale-based Yachts360 for brokerage and new boat sales as well as a host of support services. The move unites two fast-growing marine businesses.

Türkiye's Sirena Yachts has seen strong global demand for its innovative and attractive range of 48-118ft cruising yachts. Combining efficient performance with exceptional interiors and sleek design, the yachts have captured the imagination of boaters everywhere – and nowhere more so than in the US. For some product lines, the American market represents more than half of global sales.

Sirena has therefore selected Yachts360 to broaden the brand's presence in the key yachting hotspot of Florida, where it has three major dealerships. Yachts 360 will also represent Sirena in neighbouring states of Alabama, Mississippi, Louisiana, and Texas, acting as the exclusive dealer for Sirena's series production models.

"*We have concluded that wider expansion across the USA can only be achieved with a strong, young, and highly active partner who shares our goals and values and sails in the same direction,*" said **Ensar Çabuk, Country Manager of Sirena Yachts USA**. "*Sirena and Yachts360 have worked together many times over the years on new-build orders, pre-owned sales, and trade-ins. They know our brand and boats well, and we know them.*"

Remarkably, Yachts360 is just eight years old, and yet it has expanded rapidly to nine US locations and nearly 100 individual brokers spread across the country. It specialises in brokerage sales of pre-owned boats, and particularly trade-in deals where it leverages its

financing capabilities to buy the owner out. In this way, it provides a vital link in the chain supporting new yacht purchases.

"*Our relationship with Sirena goes back well before this appointment,*" said **Scott Clements, Partner at Yachts360**. "*We've been involved in the construction of multiple Sirena 88s and have assisted in more pre-owned Sirena sales than any other brokerage firm to date. We see tremendous opportunity to grow both new-yacht sales and the pre-owned Sirena market. With nearly 100 brokers, extensive trade-in capabilities, and a strategy to actively engage existing Sirena owners, we believe we can create a powerful sales and resale network for the brand throughout the United States.*"

Market sentiment in the US has held up well in the 50-80ft segment that is Sirena's heartland. But buyers are becoming more selective as they look for value, quality and long-term ownership costs. This plays perfectly to Sirena's strengths, with a range that gives owners the outdoor entertaining areas, range, efficiency, and ease of operation that they expect.

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