



Bates Wharf Chertsey Showroom from left to right: Richard Bates & Kelly Barker of Bates Wharf & Jake Harvey of Kawasaki Watercraft UK

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Boats.co.uk Appoints Bates Wharf and Ideal Boats as New Dealers

Two contracts signed for UK leading boat specialist and power-sport distributor

Kawasaki Watercraft UK, trading as Boats.co.uk one of the UK's biggest boat dealerships, has strengthened its dealer network for the Kawasaki Jet-Skis® personal watercraft range (PWC) with the signing of two new main dealers.

The two new dealers are: Bates Wharf, owners of one of the longest standing

boatyards and marinas on the River Thames, who will be selling the range from its Swanwick in Southampton and Chertsey sites and Ideal Boats, situated at the Pwllheli Powerboat Centre in Gwynedd, North Wales. In an exceptional start to the year for Boats.co.uk, both companies have signed contracts to become main dealers for the sale, servicing and after-sales support of all Kawasaki Jet-Ski® craft.

James Barke, Managing Director of Boats.co.uk, said: “We are really excited about our new partnerships, with Richard Bates at Bates Wharf and Neville Williams at Ideal Boats as both dealers have exceptional reputations and excellent aftercare attitudes, which can be rare in this industry. This, coupled with the New 2022 Kawasaki Range which launches in June - means we are looking to have a cracking 2022 season.”

A family-owned business spanning over fifty years, Boats.co.uk sells on average 600 boats annually ranging from 14ft speed boats to 85ft motor yachts. As well as owning the Essex Marina on the River Crouch, in 2020, it became Kawasaki's exclusive distributor in the UK - for its extensive fleet and trades as Kawasaki Watercraft UK.

Consisting of personal watercraft, encompassing multi-seat and ‘stand-up’ Jet-Skis® equipped with a range of supercharged or normally aspirated four-cylinder, the fleet also features four-stroke Kawasaki marine engines, offering power outputs of between 150-300ps.

In recent years, the UK has seen a surge in demand for boats and personal watercraft, with Covid preventing people from travelling abroad, increasing the desire for new water-related activities closer to home. A trend that's expected to continue.

Managing Director of Bates Wharf, Richard Bates said: “Working with some of the best brands in the boating industry is an honour, so to become one of the few main dealers for this range of Kawasaki Jet-Skis® makes us proud. Everyone here is passionate about what we do and to add another world-class manufacturer to our offering is significant to us.”

Ideal Boats Managing Director, Neville Williams said: “We are very pleased to become Kawasaki Jet-Skis® retailers and to support the introduction of the range back into the UK. With over 30 years of marine industry experience as professional boat sellers and a previous dealer for Yamaha watercraft - we

pride ourselves on unbeatable knowledge and service.”

Kawasaki is acknowledged as playing a huge part in the birth of personal watercraft, who also coined the term ‘Jet-Ski’ in 1973 and paved the way for the start of the personal watercraft market.

Kawasaki’s 2022 range of personal watercraft includes the solo ‘stand-up’ SX-R, priced from £11,199; three variants of the STX160 three-seater model, priced from £11,999; and a variety of the highest-specification, triple seat Ultra Jet-Skis®, priced from £12,899 up to the flagship Ultra LX 310 supercharged model, priced from £22,999. All prices include VAT at 20%.

The two new dealers join the rest of the network which includes PC Boat Sales in Jersey, Marine Sales Scotland near Glasgow and Holshott MX in Salisbury.

For more information on Kawasaki Jet-Skis®, see www.kawasakewatercraft.co.uk .

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