



James Barke, Managing Director Boats.co.uk

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## Kawasaki Jet-Skis® Return to UK Shores with Impressive 2021 New Model Line-Up

*Boats.co.uk appointed exclusive UK distributor for Kawasaki's high performance, fast accelerating personal watercraft range*

Boats.co.uk, one of the UK's biggest and most diverse boat dealerships has announced an agreement with Kawasaki to become the exclusive UK distributor of its new personal watercraft (PWC) range. After a 6 year absence from the UK market for new sales of Kawasaki's 'multi-seat' and 'stand up'

Jet-Skis®, the appointment follows Kawasaki's plans to reinforce their position at the centre of the recreational and extreme personal watercraft scene.

Kawasaki is widely acknowledged as playing a fundamental role in the birth of personal watercraft and they coined the term 'Jet-Ski', which it subsequently trade-marked. In 1973, the company released the world's first mass-production Jet Ski® watercraft, the JS400, paving the way for the beginning of the personal watercraft market.

As UK distributor, Boats.co.uk trading under the title Kawasaki Watercraft UK will introduce Kawasaki's impressive new 2021 Jet-Ski® fleet, comprising of multi-seat models and Kawasaki's latest version "stand-up" Jet-Ski® the SX-R. Each new model is equipped with either a normally aspirated or supercharged four-cylinder, four-stroke specialised Kawasaki marine engine. With power outputs ranging from 150ps right up to 300ps Kawasaki have a Jet-Ski® for every application.

The return of the Kawasaki Jet-Ski® to the UK market is seen as a well-timed move for Essex-based Boats.co.uk. With over 50 years of experience selling new and used boats, they are anticipating a healthy demand for the high-performance personal watercraft, built to the exacting standards for which Kawasaki is renowned.

As a perfect addition to the aft deck of a motor yacht, or for those wanting to take to the water for the first time on something very special, Kawasaki has the solution. In addition to this Boats.co.uk can now provide the exclusive Kawasaki Jet-Ski® handling system for use on yachts and superyachts.

Managing Director, James Barke said, "Kawasaki Jet-Skis® are *the* original personal watercraft and we are very proud to be representing this highly trusted brand in the UK. As in other markets, there has been an upsurge in boating here in recent months and with fewer people travelling due to the Covid-19 situation, we see this trend continuing. PWC's are a relatively low-cost way of getting on the water so all the signs point to a big demand in the future."

General Manager of Kawasaki Motors UK Howard Dale said, "We are delighted to be working with Boats.co.uk on the re-introduction of Jet Ski Watercraft into the UK. The PWC market has become very specialized, so we

took the view that to fully exploit Kawasaki's market potential, we needed to work with experts, and we are confident that Boats.co.uk is the right partner for us".

Kawasaki's 2021 new model line-up includes three models in the STX160 three-seater range, priced from £11,999; four Ultra craft from Kawasaki's highest specification, multi-seat Jet-Ski® watercraft priced from £12,899 and the flagship of the multi-seat fleet, the Ultra 310 supercharged range priced from £17,999. Kawasaki's solo "stand up" Jet-Ski®, the formidable SX-R, is priced from £10,899. All prices are inc. VAT @ 20%.

An all-new UK website [www.kawasakewatercraft.co.uk](http://www.kawasakewatercraft.co.uk) launches on 1st September.

For more information, [www.kawasakewatercraft.co.uk](http://www.kawasakewatercraft.co.uk)

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