



From left: Liam Ullet, Director Holeshot Kawasaki Jetskis with James Barke, Managing Director Boats.co.uk

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Boats.co.uk appoints Holeshot Kawasaki Jetskis as new sub-dealer

Salisbury-based motocross dealership expands into personal watercraft market with new contract as designated vendors of Kawasaki Jet-Skis®

Boats.co.uk, one of the UK's largest and most successful boat dealerships, is pleased to announce that it has appointed the Salisbury-based company Holeshot Kawasaki Jetskis as a new sub-dealer for the sale, servicing and after-sales support of Kawasaki [Jet-Skis®](#).

As a family-owned concern with more than half a century's experience as boat sales and repair specialists, Boats.co.uk is proud to have been selected by Kawasaki as the exclusive UK distributor for the latter's extensive 2021 fleet of personal watercraft, encompassing multi-seat and "stand-up" Jet-Skis® equipped with a range of supercharged or normally-aspirated four-cylinder, four-stroke Kawasaki marine engines, offering power outputs of between 150-300ps.

In connection with this highly propitious distribution deal, Boats.co.uk, trading as Kawasaki Watercraft UK, is looking forward to welcoming Holeshoot Kawasaki Jetskis on board as a sub-dealer. The latter venture is a newly-formed offshoot of Holeshoot Motocross, a multi-brand motocross retailer founded by enthusiast and competitor Liam Ullet which has grown from humble beginnings in small premises in Romsey into the largest used bike dealership in Britain. Having recently expanded the business to accommodate the sale of Kawasaki's agricultural products, the company is happy to now also be moving into the personal watercraft market.

"Everyone who works for us shares a deep passion for motocross and enduro riding, which of course are very exciting sports for participants," Holeshoot Director Liam Ullet remarks, "so the prospect of working with Boats.co.uk to become key vendors of Kawasaki's thrilling Jet-Skis®, backed as this appointment is with our many years of technical insights, feels like an entirely natural progression."

"Our new partnership with Holeshoot Kawasaki Jetskis is an extremely promising development," adds Boats.co.uk Managing Director, James Barke. "It was clear from Holeshoot's existing business as a first-class dealership for new and used bikes that they had accrued a solid reputation for professionalism. The breadth of their expertise is matched by the quality of their service and customer care, and these attentive, approachable and knowledgeable attributes reflect our own principles."

"It's important to us, our clients and Kawasaki alike to know that a trusted and approved support infrastructure will be involved every step of the way. Kawasaki's inexpensive, innovative and well-made Jet-Skis® are set to be in high demand in 2021, and it's reassuring to know that Holeshoot Kawasaki Jetskis will be there to advise and assist customers in every respect."

Kawasaki's 2021 range of personal watercraft includes the solo "stand-up"

SX-R, priced from £10,899; three variants of the STX160 three-seater model, priced from £11,999; and a variety of highest-specification, multi-seat Ultra Jet-Skis®, priced from £12,899 up to the flagship Ultra 310 supercharged model, priced from £17,999. All prices include VAT at 20%.

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

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