



Tony Pullen, Kingsbury Jet Bike, with Tom Pringle, Kawasaki Watercraft UK Sales Manager

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## Boats.co.uk Appoints Latest New Dealer to Support Expanding Kawasaki Business

Backed by strong growth in market share in the last two years, Kawasaki Watercraft UK has appointed Kingsbury Jet Bike as the latest main dealer to join its expanding network of UK-wide partners.

Sutton Coldfield-based Kingsbury Jet Bike, site of the largest recreational jet ski lake in the country, is contracted for the sale, servicing and after-sales support for the Kawasaki Jet-Skis® personal watercraft range (PWC), adding extra support for Kawasaki users and customers in the Midlands region.

Kawasaki Watercraft UK, trading as Boats.co.uk one of the UK's biggest boat dealerships, is reporting positive sales growth, and a rapid increase in market share from a standing start in 2020 to approximately 11 per cent currently. It continues to grow the dealer network, with another imminent appointment in discussion.

Offering experience and expertise, Kingsbury Jet Bike was selected as the seventh dealer due to its outstanding facilities, renowned lake and its popularity as a practice venue for many pro riders.

James Barke, Managing Director of Boats.co.uk, said: "We were looking for a dealer for the Midlands and Kingsbury Jet Bike is ideal. It offers a great venue, alongside a friendly, helpful team who can provide expert advice. We look forward to working with them to enable more people to enjoy the Kawasaki range. It is a positive end to a good sales year in 2022. We are also pleased to confirm we will be showing the machines at the BoatLife Show at the NEC, Birmingham, in February."

Run by Tony Pullen and Kerry Sidaway since 2016, Kingsbury Jet Bike provides a 42-acre jet ski lake with separate areas for towing and freestyle and a main lake large enough for the fastest skis, catering for a varied range of visitors. A fully-accredited PWC RYA Training Centre, the venue has hosted several rounds of the British Jetsport Jet Skiing Championship in the past eight years. Additional amenities include a Lakeside Café, a launch vehicle for the skis and a shop, stocking wetsuits, dry suits, boots, gloves, buoyancy jackets, oil, inflatable toys and more.

Tony Pullen, of Kingsbury Jet Bike, added: "Kingsbury Jet Bike offers a safe, family environment for all jet ski needs. The addition of Kawasaki Jet Skis® will add a new dimension to The Lake, offering people the opportunity to enjoy the craft in a unique environment backed up with the full dealer facilities on hand for all their servicing and maintenance needs."

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.

Kawasaki's 2022 range of personal watercraft includes the solo 'stand-up' SX-R, priced from £11,369; three variants of the STX160 three-seater model, priced from £12,439; and a variety of the highest-specification, triple seat Ultra 310 Jet-Skis®, priced from £20,099. All prices include VAT at 20%.

View the Kawasaki Jet-Skis® range at the Birmingham NEC at the BoatLife show on 16th to 19th February 2023.

For more information on Kawasaki Jet-Skis®, see [www.kawasakewatercraft.co.uk](http://www.kawasakewatercraft.co.uk).

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