



From left: Alan Johnson, Managing Director of Aquamare Marine, and Tom Pringle, Sales Manager for Kawasaki Watercraft UK, at Aquamare in Plymouth

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Boats.co.uk Signs Aquamare as New Kawasaki Jet-Ski Dealer for South West

Kawasaki Watercraft UK, trading as Boats.co.uk, has appointed marine specialist Aquamare Marine as its latest new jet-ski dealer to enhance sales and customer support in the south west region.

Plymouth-based Aquamare is contracted to manage the sales, servicing and after-sales for the expanding Kawasaki Jet-Skis® personal watercraft (PWC) range.

With its latest signing, [Boats.co.uk](https://www.boats.co.uk), one of the UK's biggest boat dealerships, has now established a comprehensive Kawasaki dealer network of experienced and expert partners, offering coverage across the UK.

James Barke, Managing Director of Boats.co.uk, said: "We are delighted to join forces with Aquamare and look forward to working with them. We needed a reliable and strong partner in the south west and Aquamare came out on top. The company has an abundance of skilled staff and good locations, ensuring improved sales service and extra support for Kawasaki Jet-Skis users and customers in the south west."

Tom Pringle, Sales Manager for [Kawasaki Watercraft UK](https://www.kawasakimotors.co.uk), added: "We now have a country-wide network of Kawasaki dealers in place, just at the right time as strong growth continues for the business. Kawasaki is definitely back in the game, delivering about 100 units in 2022. There are exciting developments on the horizon, with the new 160LX launching this month [May 2023] and more new models coming in 2024."

Founded 12 years ago, [Aquamare Marine](https://www.aquamaremarine.com) provides sales and services to the marine industry, with offices in the UK, France, USA and Australia. The company provides parts for a range of clients, from individuals to luxury yacht manufacturers, and sends engineers all over the world to service, repair, provide maintenance and build boats. With the capability to provide support and service for all its products, Aquamare is a chosen supplier for brands including Opacmare, Intellian, Planus, JL Audio and Seakeeper and a service provider for the likes of Princess, Sunseeker and Fairline.

Alan Johnson, Managing Director of Aquamare (UK), is currently overseeing the opening of an additional UK office to create dedicated business units for sales and operations as the team expands. He said: "The Kawasaki status is a positive move for Aquamare as it is another string to our supplier bow, another product that we can offer to our clients, and another area we can grow with. These products align fully with the products and services we already provide and to the clientele we work with, so the partnership makes perfect sense. We are looking forward to introducing this prestigious brand to our clients."

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 2023 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%.

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

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About Kawasaki Watercraft UK

Founded in 2020 as part of the Boats.co.uk group, Kawasaki Watercraft UK is the exclusive UK distributor for the Kawasaki Jet-Ski® range. The company is based at Boats.co.uk HQ at Essex Marina, Wallasea Island.