

Waterskiers Warehouse Ignites With Yamaha WaveRunners

Yamaha's stunning range of WaveRunner Personal Water Craft (PWC) has landed on the showroom floor of Sydney's legendary water sports retailer, Waterskiers Warehouse.



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Headed up by industry stalwart Neil Harris,

Waterskiers Warehouse has long been an institution for those passionate about spending their downtime cutting loose behind a ski rope with Yamaha WaveRunners now a part of the mix.

Waterskiers Warehouse has been serving the greater Sydney area for over 25 years with their Rosehill showroom a popular destination for water sports fans of all ages. When an opportunity came up to bring the Yamaha WaveRunner agency onboard, Neil jumped at the chance.

“Around 20% of our clients own a PWC and we believe the Yamama WaveRunner range offers our customer base a great choice of models,” said Neil.

“We were initially unsure as to how many WaveRunners we could sell, but since our debut at the Sydney Boat Show, we expect to double our projected sales total for the year. It's quite amazing.”

The key to Neil's success is offering a complete retail experience for his customers. This philosophy is reflected in the professionally laid out showroom environment

complete with big name brands and loads of products to choose from. While many retailers in this industry come and go, Neil sees a bright future with his latest WaveRunner brand onboard.

“A key focus for us with our Yamaha WaveRunner agency is to offer our customers first class after sales support,” said Neil.

“We have just finished refurbishing our nearby service centre which is now a dedicated PWC service facility. With our Yamaha PWC factory trained staff, we can now cater to all our customers’ PWC servicing needs from early model PWCs to the latest FX SHO WaveRunner models.”

It hasn’t taken long for Yamaha’s latest Supercharged PWC’s to find favour with Neil’s customers. Heading up the in-store display of 6 models, the two new Yamaha SHO models pull the strongest crowd with a range of customers finding these thoroughbred fun machines irresistible.

And buying a Yamaha WaveRunner is easy thanks to Yamaha Motor Finance. YMF is Yamaha’s own finance arm, providing Wave Runner customers with low costs and ready access to finance at market competitive rates, to approved purchasers. With YMF you can be on the water sooner than you think.

And for complete protection and peace of mind, Yamaha’s own insurance policy delivers the best cover going. It makes sound sense when buying a WaveRunner to finance and insure your new investment exclusively with Yamaha.

“We’ve been quite surprised with the number of families looking to purchase the new SHO Cruiser,” said Neil.

“While we have had several businessmen come in to upgrade to the latest model, the majority of interest and sales has come from families looking to get out and enjoy fun on the water.”

Yamaha's latest SHO WaveRunner models offer a suite of new technologies including the largest engine ever utilised in a PWC. The 1.8 litre, supercharged, intercooled, super high output 4-cylinder Yamaha marine engine is a staggering 300cc bigger than the nearest competitor and, when coupled with a 25% lighter hull built using Nanotechnology, delivers outstanding power-to-weight performance and manoeuvrability.

Yamaha's SHO models also feature Cruise Assist which offers a throttle control system similar to automobile cruise control where the rider can set and hold speeds, plus a No-Wake mode for minimal wake when travelling in enclosed waterways.

Yamaha WaveRunners are available through an Australia-wide network of authorised Yamaha WaveRunner dealers.

Check out the new WaveRunner website:

www.waverunner-fan.com

Or click on the link on the front page of:

www.yamaha-motor.com.au

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