

Table 3**Model Comparison**

Brand		Model	Engine		Price (C\$)
Jet Ski (Kawasaki)	1-seater	JS300	294cc	30ps	4 335
	" "	JS440	436cc	27ps	6 010
	" "	JS550	530cc	41ps	7 000
	" "	JS650SX	635cc	52ps	7 750
	2-seater	JS650X-2	635cc	52ps	7 750
	" "	JS650TS	635cc	52ps	8 170
Marine Jet (Yamaha)	1-seater	MJ500S	496cc	32ps	6 620
	2-seater	MJ500TW	496cc	32ps	7 480
	" "	MJ650T	633cc	42ps	7 990
	" "	MJ650TW	633cc	42ps	7 990
	" "	MJ650M	633cc	42ps	8 855
Wet Jet (Wet Jet Corporation)	2-seater	WJ432HO	432cc	45ps	8 120
	" "	WJ432FT	—	—	7 180
Sea-Doo (Bombardier)	2-seater	5802	580cc	—	—

Yamaha's "Marine Jet" has the balance of the total market. The bike has a fixed control column with bicycle-type handlebars. Yamaha plans to improve product safety and design. In addition, it intends to offer maintenance and operating training to users.

Other, much smaller, market participants are Suzuki ("Wet Bike"), Wet Jet Corporation of the U.S. ("Wet Jet") and Bombardier of Canada ("Sea-Doo"). The Sea-Doo is advertised little and has few sales outlets.

The Buyers

Company workers, in their early twenties, account for 70 per cent of marine bike buyers, the remainder are university students. Approximately 60 per cent of users are male.

The Problem of Space

The growing popularity of marine bikes is constrained by inadequate storage space, combined with trailer transport and parking difficulties. To overcome such problems, marine bike clubs have developed trailer rental as well as trailer and marine bike storage services.

Promotion is Essential

A foreign marine bike manufacturer can succeed in the Japanese market with a genuinely different and technically superior product. A good import agent with a network of smaller dealers is necessary. The manufacturer must be prepared to provide the necessary promotional support, including advertising support, to position the product in the Japanese market. A new product should be promoted quickly and extensively to the market through the rental trade. The rental services of marine bike clubs might well facilitate market entry.