



25' Just Ride

Beach Edition

Lampuga Book of Success

Succeeding as a Lampuga Rental Operator





Doesn't Let You Down

Our brand ambassador Josie Treiber captures the spirit of Lampuga during this unforgettable sunset session in Ibiza. Even in moments of uncertainty, as seen here when she's just about to take a fall, the Lampuga jetboard's leash and remote provide unwavering reliability and control.

Designed to keep you connected to the fun until the very last second, the Lampuga leash offers the perfect balance of simplicity and strength. Whether you're gliding smoothly or testing your limits, Lampuga ensures your ride is as thrilling and safe as it can be. Because sometimes, it's not just about staying on the board—it's about how much fun you have trying!

WELCOME TO LAMPUGA!

We're thrilled that you've picked up a copy of our Lampuga Success Guide—we're here to help you ride the wave of success with electric surfboards.

This guide is designed to provide you with a step-by-step approach to launching, managing, and growing a water sports rental operation with Lampuga jetboards that delivers unforgettable experiences to your customers.

What's inside this guide

- Lampuga Core Values: The foundation of our brand and what drives our success.
- The Hype and Demand for Electric Watertoys: Why now is the perfect time to invest in this booming trend.
- Our Lampuga Boards: What makes them the best choice for rentals.
- The World Record We Broke: A testament to the durability and performance of Lampuga boards.
- Rentals the Lampuga Way: How we've tailored our solutions to meet the needs of rental businesses.
- Five Easy Steps to Succeed as a Lampuga Partner: A clear path to maximize your success.
- References and Success Stories: Insights from those who've already made it with Lampuga.

At Lampuga, our mission is clear: to make electric water sports accessible to everyone. Today, we're proud to be a leading brand across Europe, recognized for our innovative jetboards and unwavering commitment to quality.

Our success is rooted in our dedication to sustainability, user-friendly design, and powerful performance. Our boards are not only fun and safe but also designed to endure the challenges of the rental market. With Lampuga, you're investing in a solution that sets the standard for electric water sports while delivering the excitement and reliability your customers expect.

Let's ride the wave of success together!

Andreas Gran
CEO Lampuga



150+
Partners in Europe

7 Years

of engineering dedicated to perfecting the ultimate rental jetboard.

30.000+

Rides delivered with Lampuga Boards in 2024



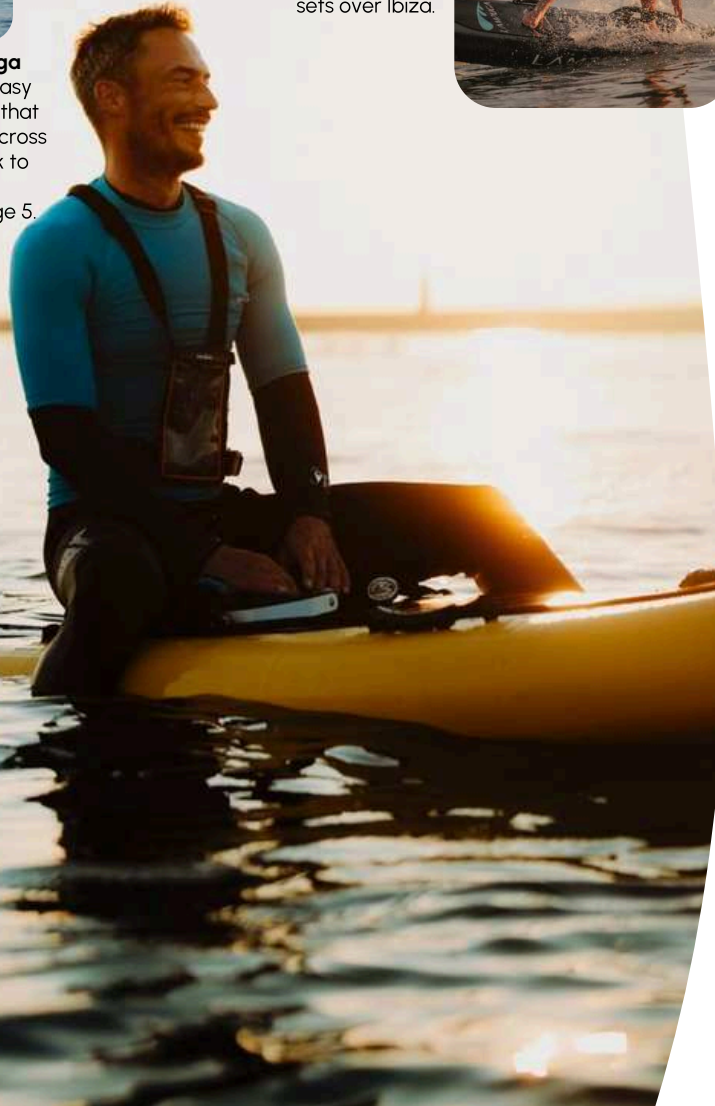
Trendy Sports That Keep You Coming Back

Lampuga is all about delivering one thing: fun for everyone! Here, our brand ambassador Josie enjoys an unforgettable ride on a Lampuga jetboard, gliding across the water as the sun sets over Ibiza.



World Records with Lampuga

Lampuga jetboards are so easy to ride, durable, and reliable that our partner Erik used one to cross the Baltic Sea from Denmark to Germany—a world record! Discover the full story on page 5.



Lampuga Core Values

FUN, FREEDOM, THRILL

At Lampuga, our mission goes beyond simply creating innovative jetboards — it's about creating unforgettable experiences that resonate with people worldwide. Our core values represent the heart of our brand and guide everything we do, from product innovation to the way we interact with our partners and customers. We aim to deliver three things with every ride: Fun, Freedom, and Thrill. These principles are what drive us forward, inspire our designs, and make every Lampuga jetboard a gateway to incredible memories.

1 Fun First

We believe water sports should bring joy to everyone, whether you're a beginner or an experienced rider. That's why our jetboards are designed to deliver exhilarating fun from the very first ride, creating unforgettable moments on the water.

4 Made for everyone

Our jetboards are designed to be inclusive and accessible. Whether for families, thrill-seekers, or those new to water sports, Lampuga ensures a user-friendly experience that caters to all. We make this expensive technology available to everyone, bringing electric water sports to a wider audience.

2 Freedom

Freedom means exploring the water your way. With Lampuga, you can break free from limits and experience the open water like never before, combining ease of use with the thrill of boundless exploration.

5 Innovation and durability

Lampuga jetboards combine cutting-edge technology with robust materials to handle the toughest conditions. Built to last, they deliver exceptional performance, making them ideal for personal and rental use alike.

3 Thrill

Every Lampuga ride is an adrenaline-filled adventure. From powerful acceleration to the smooth glide of our jetboards, we aim to deliver the ultimate rush, creating moments of pure excitement with every ride.

6 Sustainable water sports

We are committed to protecting our oceans. By creating eco-friendly electric jetboards, we ensure you can enjoy the water while contributing to a cleaner, greener future for generations to come.

THE ELECTRIC WATER SPORTS HYPE

Low skill watersports are skyrocketing in demand. Whether it's eFoils, jetboards, SUPs, or other types of electric watersports, people are increasingly drawn to these exciting activities. Why? Because they offer recreational fun without requiring near-professional skills to enjoy.

Over 95,000 searches in German and over 270,000 in French for rental watertoys per month in 2024, are proving the growing interest in this category. At Lampuga, we're meeting this demand head-on by making electric watertoys both affordable and accessible for everyone. Last year, we launched our rental program, aiming to bring partners from across Europe on board to help fulfill this demand. With 150+ partners, we successfully delivered over 30,000 rides and brought beaming smiles to more than 28,000 people in 2024. This year, our goal is even more ambitious: to exceed 50,000 rides together with our growing network of partners.

Water sports are on the rise.

It's not just Lampuga benefiting from this growing trend. Other watersports categories, from SUPs and jet skis to kayaks and electric surfboards, are also experiencing a surge in demand. Through detailed keyword research, we discovered that over in Germany alone, 95,250 searches were conducted for low-skill water toys and rental equipment across Europe. This includes activities like paddleboarding, jet skiing, and riding electric foils or surfboards. In France, it was over 274,060 searches, and in the US, even 1,400,000 searches. This is fantastic news for rental businesses—highlighting an ever-expanding market of potential customers.

E-water sports are capturing the attention of entirely new audiences.

Much like the rise of e-bikes a few years ago, this exciting trend is now making waves in the world of watersports. With advancements in technology, activities like jetboarding and eFoiling are becoming more accessible, attracting a broader range of participants beyond the traditional die-hard watersports enthusiasts. "Whether you like it or not, these innovations are reshaping the market, drawing in families, beginners, and casual adventurers who might never have considered water sports before", said Malte Reuscher, former IFCA world champion. This shift marks a pivotal moment for the industry. With new target groups comes the chance to create unforgettable experiences, grow your customer base, and ride the wave of this booming trend.

European searches for low-skill watertoys on the rise

This includes activities like paddleboarding, jet skiing, and riding electric foils and jetboards. The search volume is from 2024 showing the demand per month for low skill water sports.

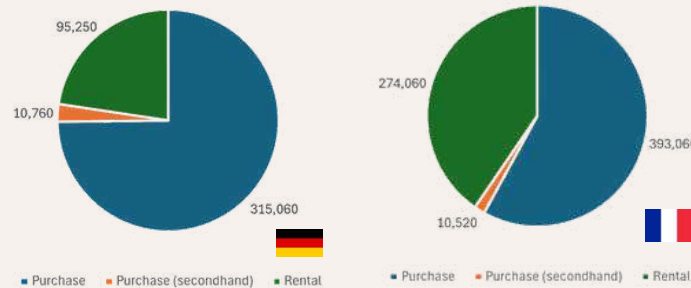
"Whether you like it or not, these innovations are reshaping the market, drawing in families, beginners, and casual adventurers who might never have considered water sports before."

Malte Reuscher,
IFCA European champion 21' and
Italian windsurf champion 19' 20' 21'

Easy and fun: The secret behind Lampuga jetboards

The secret to Lampuga's success lies in its simplicity and the pure fun it delivers. Water sports are now accessible to the masses—no need to buy expensive gear or commit to lengthy courses. Like the transformation we saw in mountain biking a few years ago, electric water sports are breaking down barriers, making it easier for everyone to dive in and enjoy.

With e-watertoys, there's no need for months or years of training to conquer the water. You can start today, improve with every ride, and have fun from the very first second. Jetboards, in particular, are proving to be a true game changer for the masses. Unlike traditional water sports like surfing, windsurfing, wakeboarding, or even eFoiling, jetboards let riders hop on and figure it out on the go. This ease of use, paired with the thrill of gliding across the water, is what makes them so appealing to beginners and experienced riders alike. Jetboards are redefining water sports—making the fun, freedom, and thrill of the experience available to everyone.



Feels like flying
Hop on and feel the rush—that's the Lampuga way. We designed our jetboards to make water sports accessible to everyone, regardless of skill level. With low risk and high reward, riding a Lampuga board gives you the exhilarating sensation of flying over the water.



AIR 4 - ELECTRIFYING TECHNOLOGY AND INDESTRUCTIBLE DESIGN

Lampuga jetboards combine innovation, simplicity, and sustainability to redefine recreational water activities.

- Innovation: Cutting-edge electric jetboards offering superior performance and usability.
- Eco-Friendly: Fully electric, zero-emission technology that aligns with modern sustainability goals.
- Beginner-Friendly: Designed for all skill levels, from first-timers to seasoned riders.
- Durable for Rentals: Built with high-quality materials to handle the demands of rental operations.

Up to 60 Minutes

Battery runtime

Inflatable

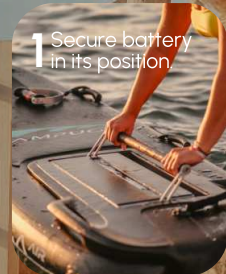
double layer PVC hull for best stability on all waters.

Motor Unit

made from ultra durable polypropylene (5 mm)

Separable

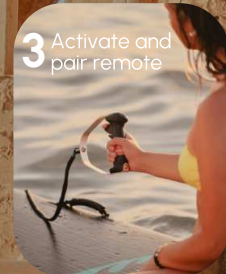
for better portability.



1 Secure battery in its position.



2 Activate the battery.



3 Activate and pair remote.



4 Set up a killswitch.



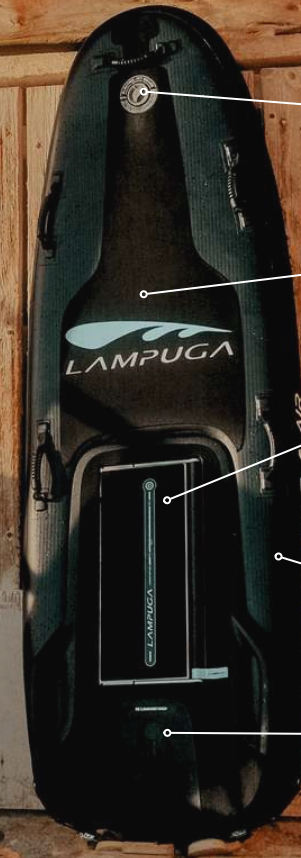
5 Engine ready for action.



6 Have fun!

Simple to set up and start

Just insert the battery, activate it, and dive into an unforgettable experience.



Inflatable
~ 3 min



Fast Charging
~ 120 min



Battery
~ 60 min



Speed
up to 50 km/h



Motor
up to 14 hp*

THE WORLD RECORD BOARD

The Finish Line in Sight
Erik approaches his home beach in Warnemünde, completing his journey. Behind him, the support boat with the RTL camera crew captures the final moments of his record-breaking ride from Gedser.



Our partner Erik from jetboard.EXPERIENCE just shattered the world record for the longest ride on a jetboard, crossing the Baltic Sea from Denmark to Germany in a single tour. This incredible achievement was made possible by Erik's outstanding performance and the unmatched capabilities of a Lampuga electric surfboard. Built to withstand waves, rough conditions, and long-distance demands, it's the perfect combination of durability, reliability, and best-in-class performance. With machine motorering at its finest, proudly made in Germany, Lampuga continues to set new benchmarks in the world of water sports. Experience the innovation that's redefining what's possible on the water.

Erik Gurzan from Rostock has achieved the impossible! On September 23, the 37-year-old adventurer made history by riding a jetboard across the Baltic Sea, traveling from Gedser in Denmark to Rostock in Germany—a staggering 47-kilometer journey. The idea for this daring record-breaking attempt came about last year in the most unexpected way. "My best friend jokingly asked if we should jetboard to Gedser to grab some fries," Erik recalls. While they didn't find any fries, the spark for adventure was ignited, setting the stage for this incredible achievement. The journey was anything but easy. Battling the unpredictable waves of the Baltic Sea, Erik demonstrated not only his exceptional determination but also the remarkable performance and durability of his jetboard. This was a true test of endurance, skill, and motorering excellence. With this record-breaking feat, Erik has proven that adventure has no limits, and the power of innovation can make the impossible possible.

Trouble with the waves

Erik's journey wasn't without its challenges. At the start in Gedser, the waves were calm, measuring just 0.3 meters—ideal conditions for the record attempt. However, as he ventured further into open water, the waves grew significantly higher. The choppy sea not only made it physically exhausting to maintain balance on the board but also increased energy consumption as the jetboard worked harder to navigate the rougher conditions. This added an extra layer of difficulty to an already demanding ride, testing both Erik's endurance and the jetboard's engine under pressure. Fortunately, after the 30-kilometer mark, the sea began to calm, with the waves flattening out significantly. The final stretch to the Beachhouse in Warnemünde took place under near-perfect conditions, allowing Erik to complete his world record journey with an unforgettable arrival. It was a fitting end to an extraordinary achievement, marked by adventure, resilience, and triumph.



Erik's Arrival

After 1 hour and 51 minutes and 46.98 kilometers, Erik successfully crossed the Baltic Sea on a jetboard from Denmark to Germany. The world record is set!

A Record to Remember: The Longest Jetboard Ride

The world record now stands as the longest ride on a jetboard, a milestone that showcases the incredible potential of this innovative water sport. During the journey, Erik utilized three batteries, seamlessly swapping them directly on the board without ever stepping off—a testament to the practicality and durability of Lampuga boards. We're excited for what's next and look forward to even more thrilling adventures on the horizon! For those who want to relive Erik's extraordinary journey, the full documentary will air on RTL in 2025. Don't miss it!



THE RISK FREE PAY-PER-USE (PPU) SYSTEM MADE FOR RENTAL OPERATORS

At Lampuga, we believe in giving our partners the flexibility to choose the business model that best fits their needs. That's why we offer multiple options for integrating our jetboards into your rental business—whether you want to purchase outright, opt for a long-term rental, or take advantage of our risk-free Pay-Per-Use system.

The Pay-Per-Use model is the cherry on top of our offerings. It's perfect for operators who want to test the waters without committing to a major upfront investment. By only paying for the rides you provide, you gain access to cutting-edge electric jetboards with no financial risk and no long-term obligations. It's an ideal way to scale your business while keeping costs predictable and manageable.

For those looking for long-term ownership or rental options, we've got you covered too. With Lampuga, you can choose to purchase your jetboards to fully own your fleet or explore our long-term leasing plans for added flexibility. Whatever your choice, our goal is the same: to make your rental business thrive.

NO INVEST - NO RISK - MANY BENEFITS

 Pay per Use Only pay for the rides you sell. No financial risks or upfront purchases.	 € 990 Set-Up Fee A small one-time fee covers transportation, fast service, spare parts and repairs.	 Service / Support Enjoy included maintenance, spare parts, and repairs. We keep downtime short.	 Marketing Support Benefit from our brand reach, our customer platform, and the support we provide.
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The cherry on top of the perfect rental board

Our Pay-Per-Use model adds unmatched accessibility to the mix. It removes barriers to entry, making it easier than ever to introduce an innovative, crowd-pleasing product to your watersports station. Lampuga jetboards are beginner-friendly, durable, and designed specifically to meet the demands of rental businesses.

The PPU-System explained





5 KEYS TO SUCCEEDING AS A LAMPUGA RENTAL OPERATOR

Building a successful rental business with Lampuga is easy when you focus on the essentials. With Lampuga's high-quality boards, rapid payback, and built-in marketing support, you're set up for success. Our durable jetboards and hassle-free maintenance services ensure smooth operations, keeping your customers happy and your business thriving.

1 Location

Understanding the unique features of your location—whether it's calm waters, family-oriented beaches, or a high-traffic area—you can create the best possible experience for your customers and maximize your rental potential.

4 Payback Time

Achieve rapid returns on investment with Lampuga. Our jetboards are designed for high demand, delivering profitability quickly through affordable rental rates and consistent usage.

2 Operations

Smooth operations are essential for customer satisfaction. Ensure your team is trained, your jetboards are ready to go, and rental processes are streamlined. Lampuga's app makes managing bookings and operations seamless.

5 Marketing

Let people know you're open for fun! Use social media, partnerships, and on-site promotions to attract customers. Lampuga also provides marketing support to help you stand out and drive bookings.

3 Choosing the Right Business Model

Select a business model that suits your goals. Whether it's Pay-Per-Use, leasing, or purchasing, Lampuga offers flexible solutions to meet your needs and grow your rental business profitably.

1 THE LOCATION

The success of your rental business is closely tied to your location's characteristics. Every spot has its own strengths, and Lampuga boards are built to adapt to a variety of environments. By understanding the unique features of your location—whether it's calm waters, family-oriented beaches, or a high-traffic area—you can create the best possible experience for your customers and maximize your rental potential.



Calm Waters for Smooth Rides

Check if your location has relatively calm waters with gentle wind and waves. These conditions create a safer and more enjoyable experience for beginners while also helping to optimize battery usage, allowing you to offer more rides throughout the day.



Accessible Beach Area

Stations directly on the beach see the most success. With Lampuga's boards acting as natural eye-catchers, their vibrant design and thrilling capabilities will immediately draw the attention of beachgoers.



Authorized Rental Concessions

Ensure your location allows for the rental of motorized water vehicles. Having the necessary permits in place will keep your operations smooth and hassle-free.



Family-Friendly Beaches

Beaches with high family traffic offer an excellent opportunity. Young dads and their kids are some of the most enthusiastic customers, as our data shows they are drawn to the fun and technology of Lampuga boards.



Access to Electricity

A convenient power source near your rental station is crucial for charging the batteries. The closer the outlet, the easier it will be to keep operations running efficiently.

The Right Spot for Success

A great location sets the foundation for a thriving rental business. With the right mix of visibility, accessibility, and suitable conditions, you can ensure an unforgettable experience for your customers while maximizing your operational potential. Evaluate your spot, make adjustments where needed, and get ready to turn your beach into the ultimate destination for watersports fun!



Riviera Sailing Port Grimaud

With calm waters, high foot traffic, and a vibrant beachfront, Riviera Sailing Port Grimaud offers the perfect conditions for Lampuga Jetboards to thrive. An ideal spot for attracting families and water sports enthusiasts alike.



2 OPERATIONS

Smooth operations are essential for customer satisfaction. Ensure your team is trained, your jetboards are ready to go, and rental processes are streamlined. Our rental app makes managing bookings and operations seamless.



Trained Staff

Your team is the backbone of your rental operation. With Lampuga's training programs, they'll learn everything from handling and maintaining the boards to ensuring rider safety and satisfaction. A confident, knowledgeable team leads to happier customers and smoother operations.



Lampuga Boards Ready to Ride

Daily preparation ensures the boards are always at their best. Check for cleanliness, fully charge the batteries, and inspect all components to guarantee peak performance. A well-maintained board not only enhances the customer experience but also extends the board's lifespan.



Efficient Charging Setup

Keep your charging stations strategically placed and ready for action. Efficient charging minimizes downtime, ensuring you can accommodate as many riders as possible during the day. This is especially crucial during peak hours or busy weekends.



Easy Customer Onboarding

Lampuga boards are designed to be intuitive and beginner-friendly. A quick, hands-on demo takes just 2-3 minutes and gives customers the confidence to ride right away. This simply means less time spent on instructions and more time for fun on the water.



Comprehensive Online Resources

Lampuga's online resources offers a lot of information for your team, including step-by-step videos, maintenance tutorials, and troubleshooting guides. These tools help you resolve issues quickly and independently, reducing disruptions to your business.

Set Your Operations Up for Success

Lampuga's focus on operational efficiency ensures that your rental business runs smoothly. With proper training, seamless processes, and robust resources, you'll deliver unforgettable experiences to your customers while maximizing your revenue potential.



3 CHOOSING THE RIGHT (BUSINESS) MODEL

Running a business comes with its challenges, and investing in new equipment can often feel like a daunting commitment. Heavy upfront costs and the responsibility of ownership aren't always ideal. That's why Lampuga offers flexible business models tailored to your needs, giving you the freedom to choose an option that works best for you—without unnecessary hassle.

At Lampuga, we understand that every business has unique needs, which is why we offer two flexible business models: Purchase and Pay-Per-Use. Whether you're looking for full ownership or a risk-free entry into electric watersports, our options are designed to help you succeed — on your terms.

excl. VAT

€7.490

AIR 3 - PURE

The AIR 3 (model year 2018) is built with a focus on affordability and ease of use, making it an excellent choice for personal users. Key highlights include:

- **Plug-and-Play battery:** Provides up to 45 minutes of ride time, perfect for recreational sessions.
- **Material choice:** Constructed with 18 mm multilayer polyurethane (PU) for a balance of durability and cost-efficiency, making it the ideal water toy for personal adventures.
- **10 kW motor unit:** Delivering 60 kg of thrust for a thrilling and responsive riding experience.

excl. VAT

€16.990

AIR 4

The AIR 4 (model year 2024) is engineered for the challenges of professional rentals, combining strength, durability, and versatility. It shares the same look as the AIR 3 but is specifically designed for professional purposes. Highlights include:

- **Enhanced battery life:** Up to 60 minutes of ride time, ensuring more operational hours for rental businesses.
- **Material choice:** Built with 5mm polypropylene (PP) for exceptional strength and lightweight design, ideal for rough rental use.
- **Throttleable 10 kW motor:** Delivering up to 94 kg of static thrust.
- **Easy maintenance and service:** Thanks to its modular build, simplifying repairs and upkeep.
- **Impact resistance:** An impact strength of 60 joules, six times stronger than the AIR 3, designed to withstand heavy-duty use.

starting from

€990*

AIR 4 - Pay per use

The AIR 4 PPU shares the same robust hardware as the AIR 4 while incorporating advanced digital features exclusive to the Pay-Per-Use system:

- **Digital Integration:** Features app-enabled tools such as the Rental Timer for precise ride tracking, adjustable power modes, geofencing, GPS tracking, and Kids Mode to ensure safe and user-friendly operation.
- **Battery Optimization:** Maintains a 60-minute battery capacity with in-app monitoring to maximize efficiency and performance.
- **Customizable Performance:** Fully adaptable settings via the app, including safety modes and tailored ride configurations to meet diverse customer needs.



Switch from AIR 3 to AIR 4 PPU

Our partners at Jetboard Experience started with the AIR 3 in 2020 but have now upgraded to the AIR 4 PPU with the release of the new model. More power, longer battery life, easier maintenance, more durability, and especially the Lampuga App with its features were the decisive factors for them to choose the new model.

AIR 4 - Pay per Use. Let's talk prices!

The costs and the responsibility of ownership aren't always ideal. That's why Lampuga offers flexible business models tailored to your needs, giving you the freedom to choose an option that works best for you—without unnecessary hassle.

At Lampuga, we understand that every business has unique needs, which is why we offer two flexible business models: Purchase and Pay-Per-Use. Whether you're looking for full ownership or a risk-free entry into electric watersports, our options are designed to help you succeed—on your terms.



Standard Packages

20 Minutes	€ 26.00
30 Minutes	€ 38.00
Day Package	€ 150.00
Week Package	€ 950.00
Additional Battery possible	yes
Individual offers possible	yes
One-time Service Fee	€ 990.00



Standard Lampuga Share

Whether you're looking for a reliable board for personal use, a robust solution for professional rental operations, or a fully integrated system that combines hardware and digital management tools, Lampuga has a model to meet your needs. From the cost-efficient AIR 3 to the rental-ready AIR 4 and the feature-rich AIR 4 PPU, each board is designed to deliver exceptional performance and value. No matter your choice, you can trust Lampuga to provide the ultimate water sports experience.

Side by side. Our AIR boards and their features:

Each model is purpose-built to meet specific needs, from personal enjoyment with the AIR 3 to the rugged performance of the AIR 4, and the cutting-edge operational tools of the AIR 4 PPU.

AIR 3



Sold out

AIR 4



AIR 4 - PPU



Model Year	2018	2024	2024
Price excl. VAT	€ 7,490	€ 16,990	€ 0
Shipping (only within EU)	from € 50*	from € 50*	€ 0
Set-Up Fee	€ 0	€ 0	€ 990
PVC Hull Colors	8	8	8
Rental Timer	No	No	Yes (via Lampuga app)
Kids Mode	No	No	Yes
Sports Mode	No	Yes	Yes
Throttling Options	Not available	Factory-set throttling	Adjustable via Lampuga app
Driving Licence Required	May apply**	No. Factory-set throttling option available**	No. Throttling via Lampuga App.**
Easy Propulsion Maintenance	No	Yes	Yes
Plug-and-Play Battery	Up to 45 min. runtime***	Up to 60 min. runtime***	Up to 60 min. runtime**
Battery Plug System	12-pin Power Connect	4-pin Smart Connect	4-pin Smart Connect
Remote	Lampuga PURE Remote	Lampuga PURE Remote	Lampuga PURE Remote
Board Software Updates	No	Factory updates only	Over-the-air updates
Max. Speed	45 km/h**	50 km/h**	50 km/h**
Power	10 kW	Up to 10 kW	Up to 10 kW
Thrust	60 kg	94 kg	94 kg
Max. Lift-Off Weight	100 kg***	120 kg***	120 kg***
Power Box Material	Multilayer Polyurethane (18 mm)	Polypropylene (5 mm)	Polypropylene (5 mm)
Impact Strength	10 joules (1 kg drop from 1 m)	60 joules (1 kg drop from 6 m)	60 joules (1 kg drop from 6 m)
Heat Resistance	95°C (HDT method)	90°C (HDT method)	90°C (HDT method)

*Shipping is available only within the EU. Shipping costs vary based on the destination.

**Driving license requirements depend on local regulations and the country of operation. Please check your local laws to ensure compliance. In the Lampuga App we offer throttling down to 4.5 kW

***Performance may vary depending on external conditions such as rider, weather, temperature, and waves.

30.000+

rides delivered with Lampuga boards in 2024

28.000+

new riders brought into jetboarding

4 PAYBACK TIME WITH PPU

Success with the Pay-Per-Use model means finding the right balance between pricing, rides, and efficiency. This section explains how quickly you can break even and start generating profit using optimized customer pricing and rental strategies.

Profitable after 15 days

Achieving profitability has never been simpler. With our Pay-Per-Use model, your initial investment can be covered in 15 days, thanks to an efficient pricing structure and high customer demand. By aligning customer preferences with smart management strategies, you can unlock the full potential of your location and consistently deliver results. The key to maximizing your success lies in setting customer-friendly prices that align with market expectations. Pricing must balance what customers are willing to pay and what you need to generate as consistent profit.

Why the PPU Model Works

- **Adaptability:** While your location is fixed, the flexible Pay-Per-Use model ensures you can adjust ride offerings and promotions to match seasonal demand.
- **Customer-Centric:** Lampuga boards are easy to use and appealing to all demographics, making them an excellent addition to your rental lineup.
- **Risk-Free Setup:** You only pay for what you use, ensuring your costs align with actual demand.

Key Strategies for Success



Align your Pricing

with your location's demand and demographics. By using Lampugas day packages, you can sell unlimited rides in a day, offering attractive rates while boosting your profits.



Promote Special Experiences:

Offer group packages, sunset tours, or beginner sessions to make your spot a standout attraction. Families and young fathers represent key audiences with strong interest.



Engage Locals and Tourists:

Combine local partnerships and online visibility to drive awareness and bookings at your fixed location. Foster repeat business by offering special deals for returning customers or group discounts..

Maximizing Success at Your Spot

The Pay-Per-Use system is designed to help operators make the most out of their existing setup. By offering tailored ride options and promoting the unique advantages of your beach or waterfront location, you can create a strong demand even with fixed parameters. With Lampuga's Pay-Per-Use system, you can turn your spot into a thriving rental operation by focusing on customer needs, operational efficiency, and targeted promotions.

5 MARKETING

At Lampuga, we go beyond providing the best jetboards—we equip you with everything you need to succeed. From generating demand to setting up your online presence and delivering top-notch marketing materials, we're here to guide you every step of the way. Your success is our mission, and together, we'll unlock the full potential of your rental business. Here's how:

Work with Lampuga



Stand Out on Our Platform

Get featured on Lampuga's platform to attract customers who are actively looking for water sports experiences.



Professional Marketing Materials

We provide you with tailored promotional content to showcase your offerings and maximize customer interest.

Maximize Your Visibility



Beachfront Presence

Place the board directly on the beach—Lampuga jetboards naturally turn heads and draw attention with their striking design.



Live Demos

Host demo rides during busy beach times. Watching the board in action captivates passersby and sparks interest.



Memorable Experiences

Organize unique events like sunset rides or group tours. These experiences make your service stand out and ensure customers return.

Expand Your Reach Digitally



Social Media Presence

Post regularly pictures and videos of your offerings on platforms like Instagram or TikTok to generate attention. Show what your spot looks like and what customers can expect with you.



Google Business Profile and Apple Business Connect

Set up an account and upload professional photos and your offerings. Include key details like pricing and location to provide clarity and build trust with potential customers. Try to get as many great reviews as you can.



With Lampuga, you're not just investing in exceptional jetboards—you're joining a community dedicated to creating unforgettable water sports experiences. By leveraging our tools, support, and innovative boards, you'll be ready to attract more customers, build lasting partnerships, and set your rental business apart. Together, we'll ride the wave of success and make your spot the ultimate destination for water sports enthusiasts.

JETBOARD.EXPERIENCE



"Lampuga was the best choice we possibly could have made. We are proud and happy to be Lampuga partners from the very first second"



Erik Gurzan
Jetboard World Record Holder

jetboard.Experience

jetboard.Experience in Warnemünde has become a local institution. Run by three friends—Carlo, Falc, and Erik—they have managed to inspire their city with the thrill of jetboarding, turning their stand into the ultimate beach hangout. Here, it's not just about riding jetboards, it's about experiencing a way of life.



World record for longest ride on a Jetboard
Erik's Arrival. After 1 hour and 51 minutes and 47 kilometers, Erik successfully crossed the Baltic Sea on a jetboard from Denmark to Germany. The world record is set!

Lampuga Partner since	2019	Lampuga Model	AIR4
Business Model	PPU	Yearly Customers	300
Lampuga Boards	4	Best Selling Product	Jetsurf Course 60 Min
Total Daily Workforce	2	Additional Products	Drinks, SUPs, Waterbicycle

WIND & SNACK, ELBA



"Whether you like it or not, these innovations are reshaping the market, drawing in families, beginners, and casual adventurers who might never have considered water sports before."



Malte Reuscher
IFCA European champion 21' and Italian windsurf champion 19' 20' 21'

Lampuga Partner since	2024
Business Model	PPU
Lampuga Boards	2
Total Daily Workforce	5-6

Lampuga Model	AIR4
Yearly Customers	200
Best Selling Product	Jetsurf Course 60 Min
Additional Products	Drinks, Snacks, Surf Courses



Wind & Snack

Located at Lido di Capoliveri on Elba Island, Wind Snack Elba is a vibrant hub for water sports enthusiasts and beachgoers alike. Beyond its windsurfing school, Wind Snack Elba features a risto-bar serving delicious breakfasts, lunches, and sunset aperitifs, creating a welcoming atmosphere for visitors to relax and enjoy the stunning coastal views.



Malte Reuscher – The Windsurfing Pro of Elba

Malte Reuscher is a professional windsurfer and founder of Wind Snack Elba. Known for his passion for the sport, Malte has competed at the highest levels of international windsurfing, representing skill, dedication, and love for the sea.



Become a Lampuga Rental Partner

Get in touch!

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Fun from the Very First Second

Gliding over the water as the sun sets, Erik perfectly embodies the joy and freedom that Lampuga Jetboards bring. With intuitive controls and a design made for all skill levels, the Lampuga ensures that every ride is pure exhilaration from the very first second. Whether you're a beginner or an experienced rider, the thrill starts the moment you hit the waves.



Beach Edition
Lampuga Book of Success
Succeeding as a Lampuga Rental Operator

