

Range	Purpose	Material Benefits	Key Features	Customer Snapshot
alpha	Highest flexibility wetsuit, designed for an advanced swimming performance	Unparalleled flexibility Range of motion Lightweight and comfortable Low drag Increased swim efficiency Faster transitions	#40 Cell Neoprene Freestroke 3 System [1.5-2mm arm, shoulder and back panels] Exo-Cell Buoyancy System [butt panel] 4 Way Stretch Lining AquaTread Forearm Panels [molded neoprene] Low Profile Neck Seal Speed Transition Calf panel	Swimmers who want the the highest levels of flexibility and comfort Elite level short and long course athletes
3.8	Highest buoyancy wetsuit. Optimizes body position in the water for better stroke efficiency and less drag Suits all levels of swimmer	Maximum torso and leg buoyancy, lowering drag and increasing speed through the water Reduced fatigue through high shoulder flexibility	#40 Cell Neoprene [arms] Exo-Cell Buoyancy System [chest, butt and upper leg] AquaTread Forearm Panels Low Profile Neck Seal Hydrolift Buoyancy Cells Speed Transition Calf panel	Endurance distance swimmers who want maximum levels of buoyancy Swimmers who benefit from improved swim position
SONAR	Balance of performance features and value for money Intermediate level wetsuit	Shoulder and arm flexibility Aids arm position during stroke Torso buoyancy Durable Comfortable	#39 Cell SCS Neoprene Aerodome Panels [lower back/lower legs] Hydrostroke Forearm Panels Low Profile Neck Seal Hydrolift Buoyancy Cells Speed Transition Calf panel	Open water swimmer looking for performance materials and features at a mid range price point Swimmer wanting to progress from entry level wetsuits/becoming more serious about swimming
SONAR [Sleeveless]	Long john option for intermediate level swimmers	Buoyancy Thermal Protection Comfort	#39 Cell SCS Neoprene Low Profile Neck Seal	Regular swimmer who prefers sleeveless wetsuit option Swimmer racing/training in warmer waters Person with big shoulders/arms who finds fullsleeve wetsuit restrictive

Comparison Chart

Range	Purpose	Material Benefits	Key Features	Customer Snapshot
equip	Entry level option for those serious about starting open water swimming Introduction to performance materials and features	Hydrodynamics Back and shoulder flexibility Lightweight	2mm #39 Cell SCS Neoprene (upper front, arms, shoulders) HydroStroke Forearm Panels Speed Transition Panels	Beginner or intermediate level swimmer who wants higher levels of flexibility Training wetsuit for serious swimmer Person looking for more features than price point wetsuit
S3	Price point wetsuit for those trying out swimming and alternative to hire	Balance of flexibility, buoyancy and comfort	Full coverage of 2-5mm Smoothskin Neoprene Quadraflex Underarm Panel HydroStroke Forearm Panel Speed Transition Panels	Someone trying open water swimming for first time - possibly not familiar with open water swimming wetsuits Most cost effective entry point for full sleeve swimming wetsuit - alternative to hiring a wetsuit
S3 [Sleeveless]	Price point sleeveless wetsuit for those trying out swimming and alternative to hire	Balance of flexibility, buoyancy and comfort	3-5mm Smoothskin Neoprene HydroLift Body Panel Speed Transition Panels	Most cost effective entry point for swimming wetsuit Person transitioning from pool swimming, who finds sleeved wetsuits uncomfortable