



NADAguides

Market Insights

Marine Industry

Q2 2015

Industry Overview

Marine Market Update

The warm weather is here, however, there are still reports of flooding in the Midwest. On the other hand, parts of the West Coast are facing a major drought. Despite the varying weather conditions geographically, the marine industry was ready for a positive selling season.



Sales were profitable with growth in consumer confidence. Many dealers are reporting outboard boats, both fiberglass and aluminum, jet boats and ski/wake boats led the market in sales. Some dealers are re-ordering inventory due to the high demand early in the season, confirming a softening of the used boat market as new boat sales are growing stronger. The warm weather is upon us and could lead to an extended season into the fall months.



Marine Values

Edition-Over-Edition Change in Values by Category

May-June 2015 Edition Versus July-August 2015 Edition

Various market indicators supported a slight downward pressure on most segments.

However, the late start of the season caused used prices to increase in some segments.

Edition-Over-Edition Change in Average Retail		
Power Boats	Personal Watercraft	Sailboats
-0.8%	-1.9%	1.2%

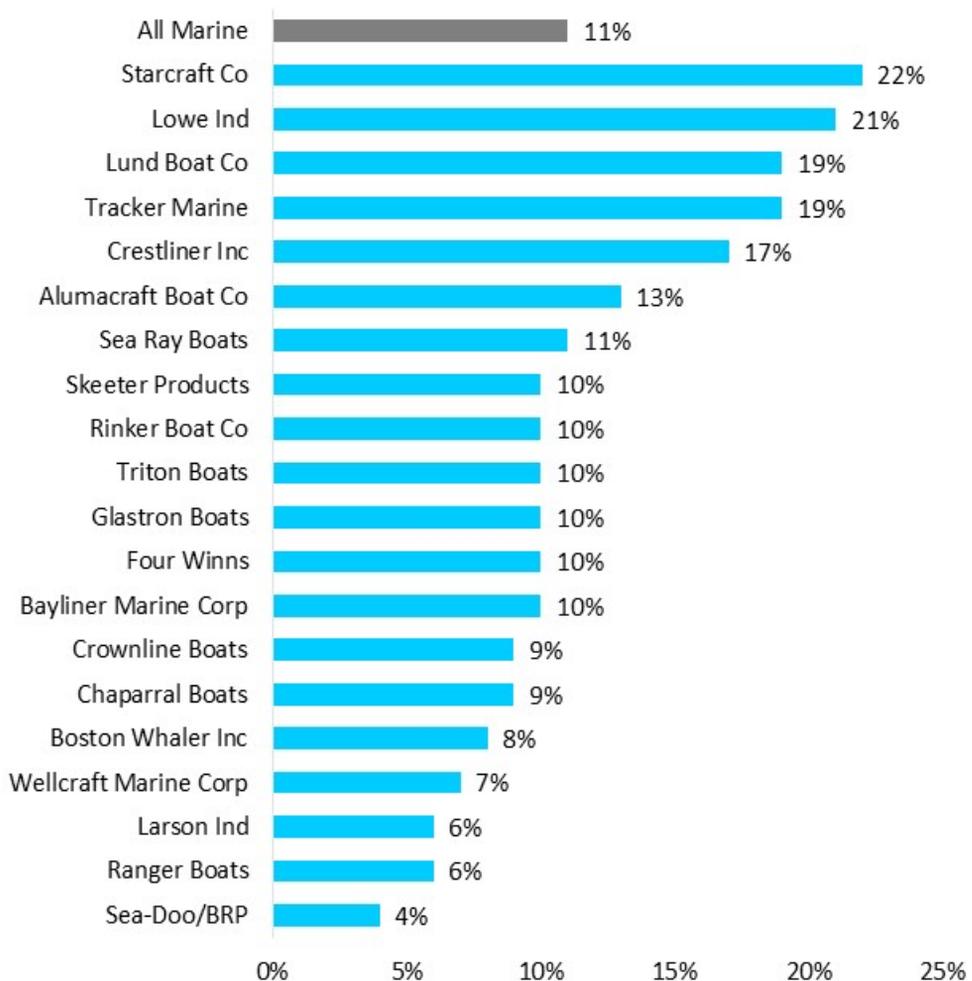
Boat Type	Trade-In	Average Retail	High Retail
Catamaran	↓ -1.5%	↑ 1.1%	↑ 0.6%
Houseboats	↓ -0.7%	↓ -2.2%	↓ -2.0%
Inboard Boats	↓ -2.8%	↓ -1.2%	↓ -2.2%
Inflatable Boats	↓ -4.9%	↓ -4.3%	↓ -3.4%
Jet Drive Boats - Aluminum	↓ -0.2%	↑ 1.1%	↑ 0.7%
Jet Drive Boats - Fiberglass	↓ -4.9%	↓ -3.7%	↓ -3.5%
Monohull Sailboats	↑ 1.2%	↑ 1.7%	↑ 0.8%
Outboard Boats - Aluminum	↓ -2.8%	↑ 0.1%	↓ -0.2%
Outboard Boats - Fiberglass	↑ 0.1%	↑ 0.9%	↑ 0.4%
Personal Watercraft - Jet Drive	↓ -2.6%	↓ -1.9%	↓ -2.1%
Pontoon Boats	↑ 0.9%	↑ 1.1%	↑ 1.2%
Power Cat	↓ -2.0%	↓ -2.3%	↓ -1.3%
Stern Drive Power Boats	↑ 0.5%	↑ 1.1%	↓ -1.5%
Trimaran Boats	↓ -1.9%	↑ 0.8%	↑ 0.4%
Utility/Jon	↓ -7.5%	↓ -4.8%	↓ -4.3%
V-Drive Boats	↑ 0.9%	↑ 1.2%	↓ -0.4%



Marine Brands

YoY Change in Research of Top Marine Brands on NADAguides.com

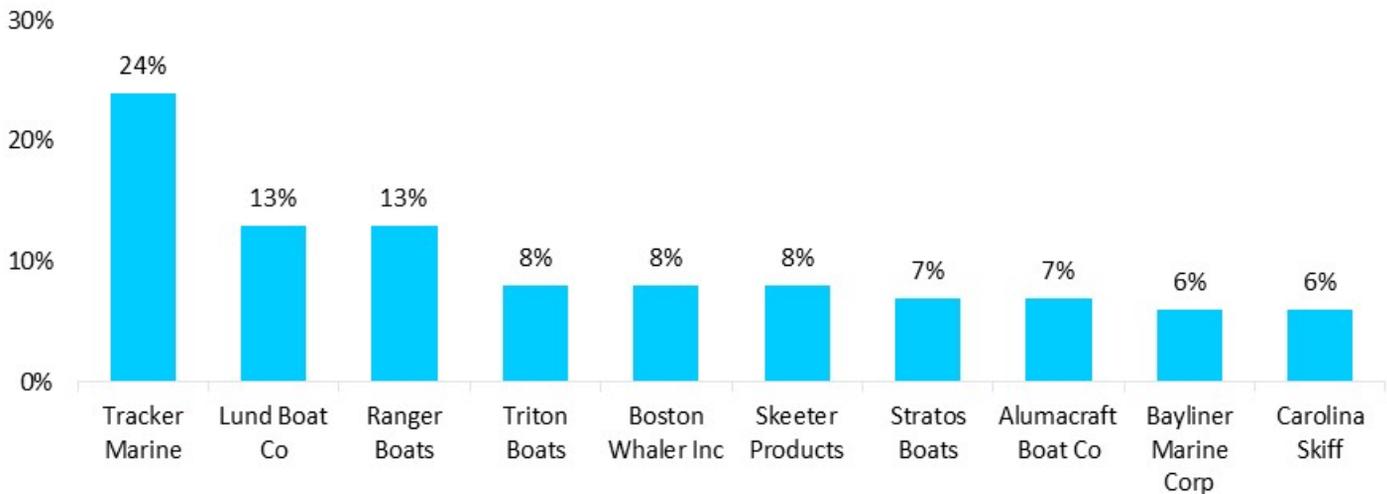
The figures below are based on consumer traffic on NADAguides.com and are calculated by comparing the percentage change of consumer interest, for the top 20 researched manufacturers, January-June 2014 as compared to January-June 2015.



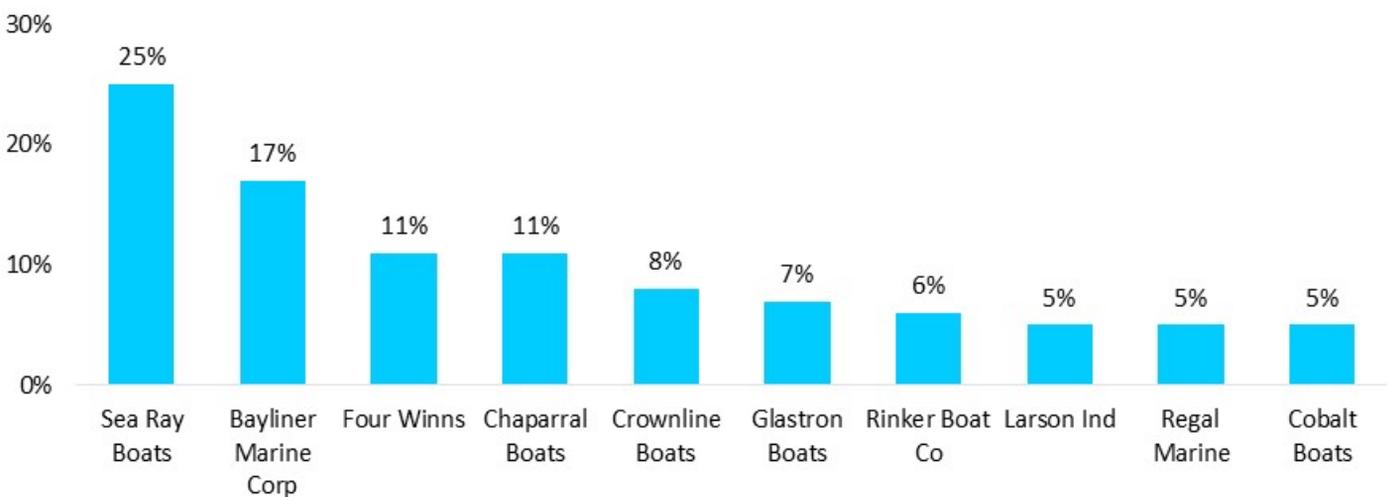
Power Boat Brands

NADAguides.com Top Researched Brands in 2015 Year-To-Date

Outboard Brands



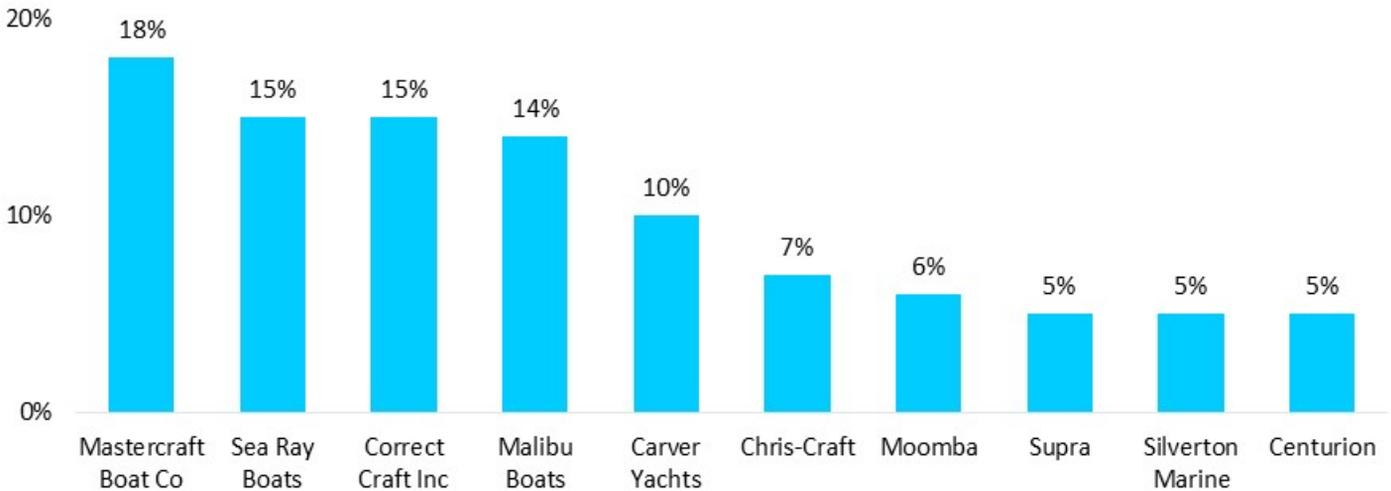
Stern Drive Brands



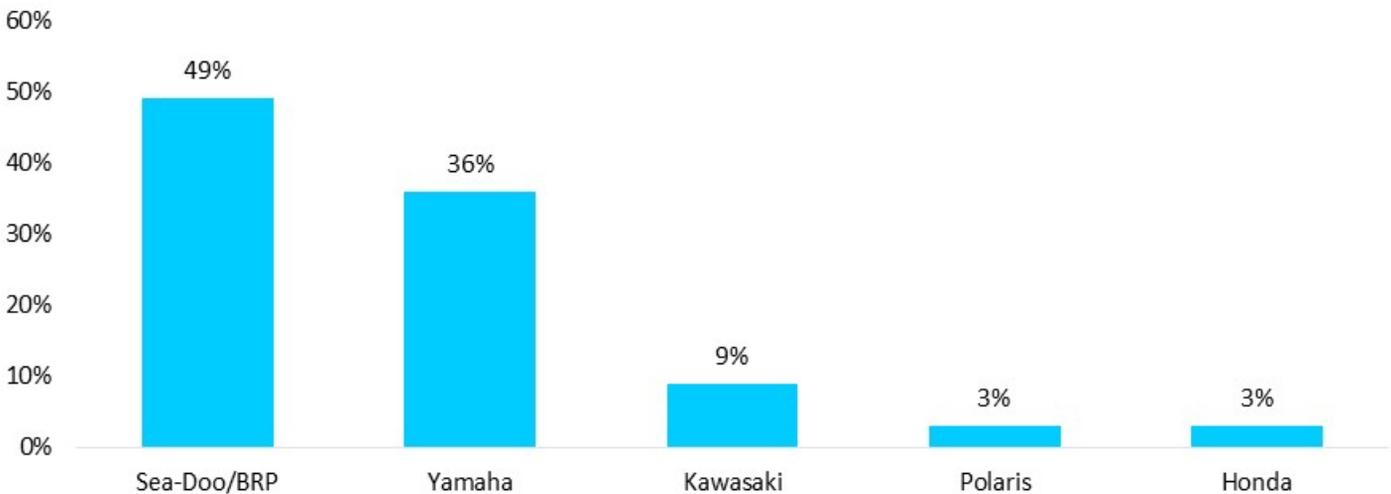
Power Boat Brands

NADAguides.com Top Researched Brands in 2015 Year-To-Date

Inboard Brands



Personal Watercraft Brands

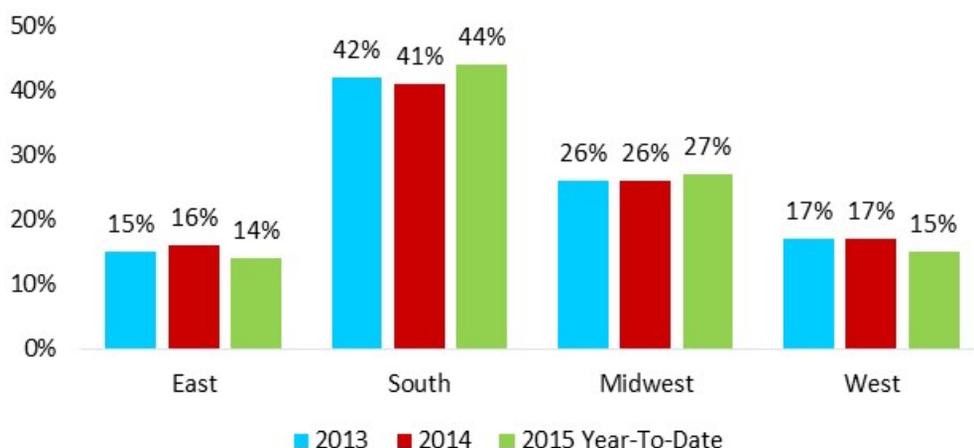


Web Traffic by Region

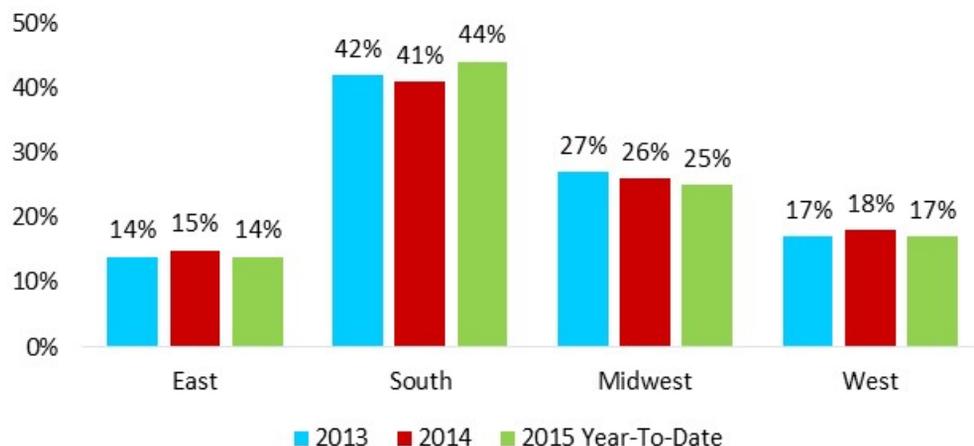
Regional Distribution of NADAguides.com Traffic

The NADAguides marine data is based on national averages; however, our analysts recognize the significance of regional variance by unit type. The following charts represent consumer traffic based on four regions. Traffic percentages for 2013 and 2014 are offered as a comparison to the year-to-date 2015 traffic.

Power Boats



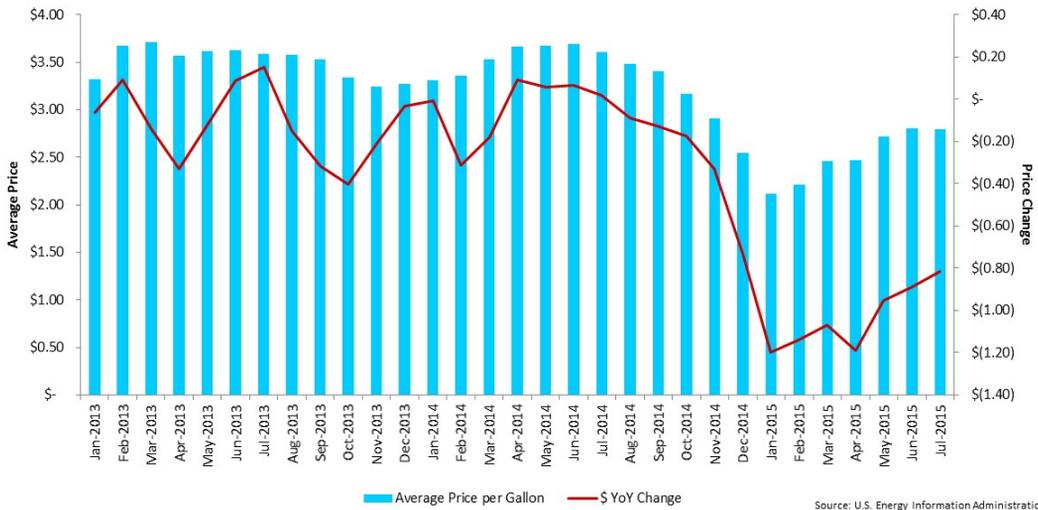
Personal Watercraft



Fuel Price Data

A view of the national average gasoline prices and year-over-year change is supplied to provide support for longer-term strategic planning.

Regular Grade Gasoline Prices (All Formulations)

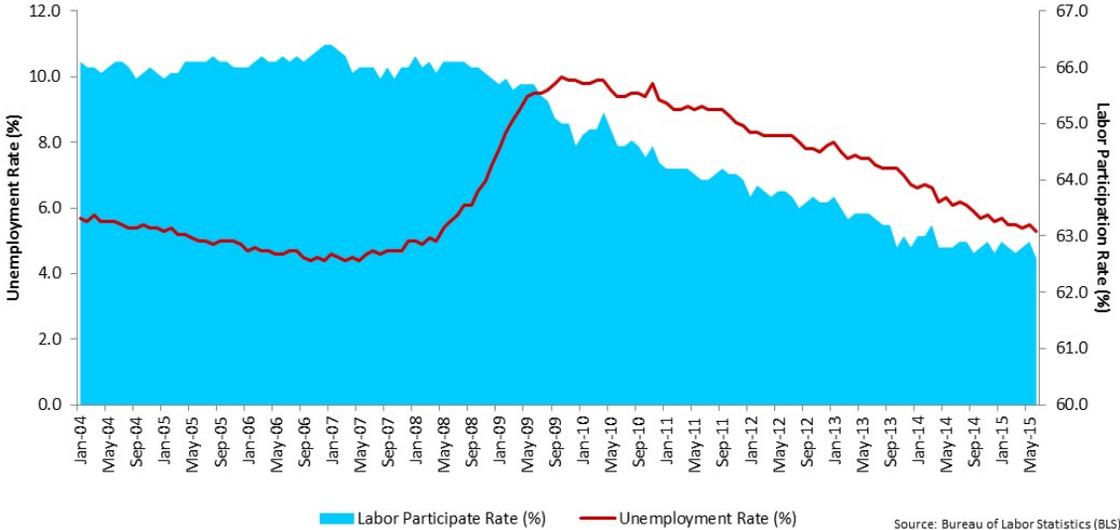


On-Highway Diesel Fuel Prices



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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National Appraisal Guides, Inc.

PO Box 7800

Costa Mesa, CA 92628

(800) 966-6232 | (714) 556-8511

Fax (714) 556-8715

