

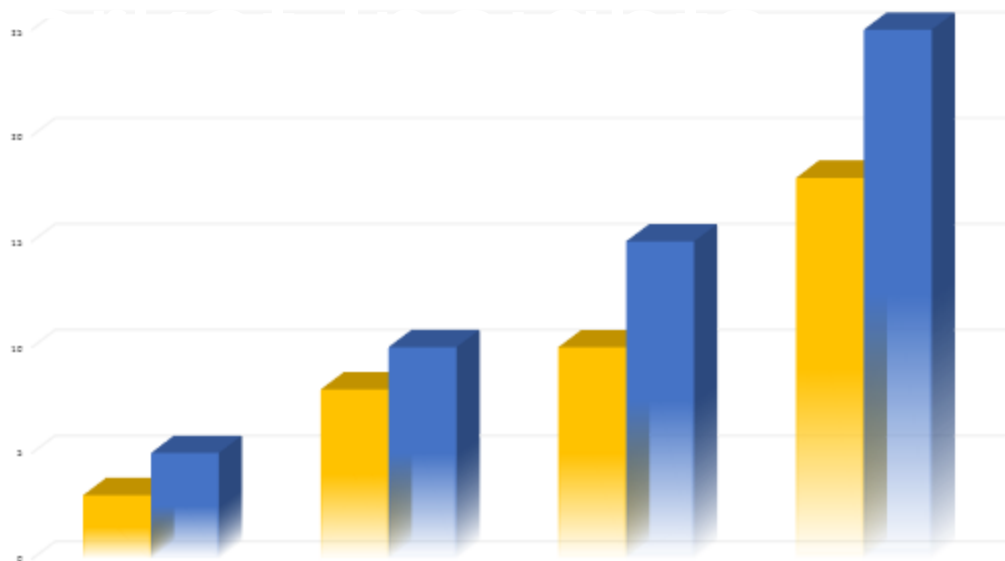
Q2
2017



MARINE

MARKET INSIGHTS

A look at NADAguides.com consumer traffic trends, used values, dealer and financial institution focus, and more



Industry Overview

Marine Market Update

Strong sales are continuing through the summer months. We are seeing the warmer weather having a huge impact on Q2 sales. Pontoon and outboard segments are most popular, while aluminum fishing boats also continue upward momentum in freshwater areas.

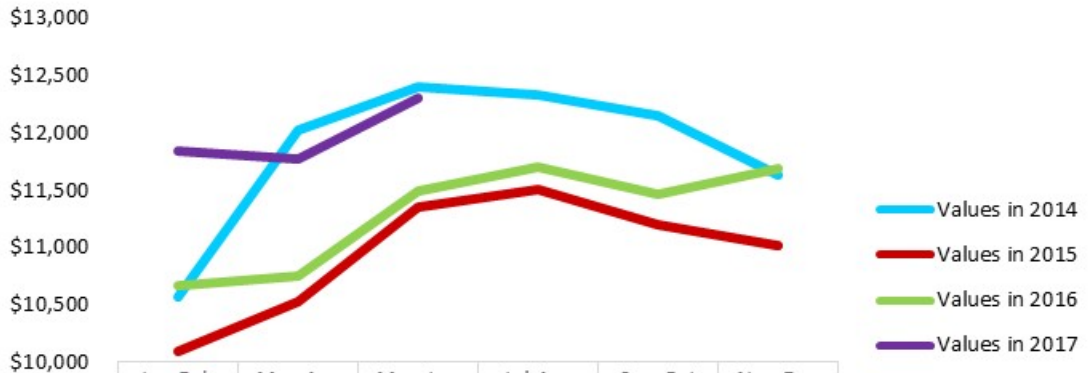
There were reports of dealer and consumer confidence declining in early Q2, however, it did not affect overall sales moving forward. Reports from Statistical Surveys are showing an increase in registered boats year-over-year. As seen later in this report, stern drive and inboard boats show a steady growth in traffic views on the website. Outboard boats stayed steady for the month of June.



Power Boat Values

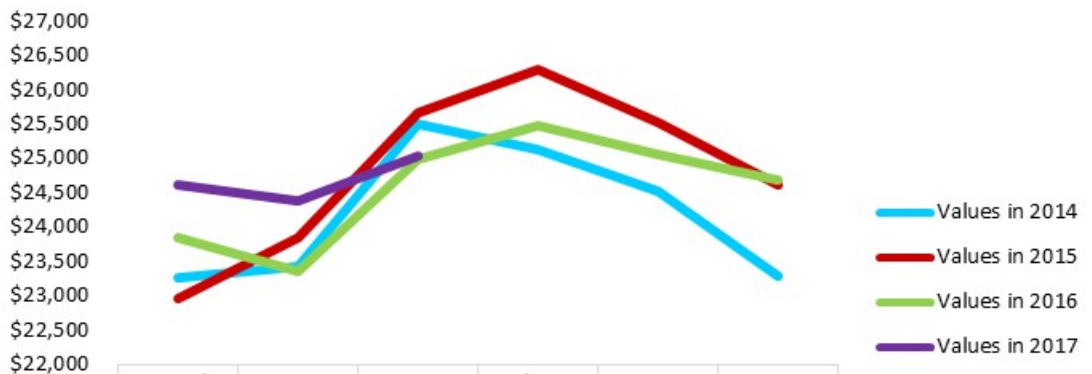
Average Retail Value by Category

Outboard



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$10,569	\$12,029	\$12,397	\$12,338	\$12,146	\$11,641
Values in 2015	\$10,091	\$10,525	\$11,358	\$11,513	\$11,196	\$11,019
Values in 2016	\$10,672	\$10,758	\$11,500	\$11,705	\$11,464	\$11,693
Values in 2017	\$11,845	\$11,770	\$12,308			

Stern Drive



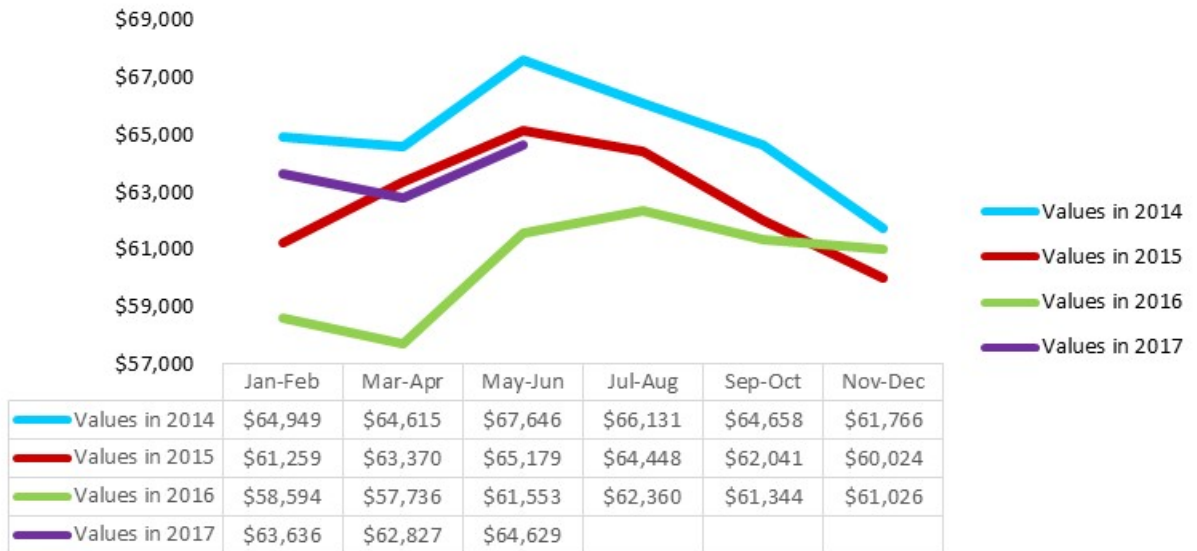
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$23,268	\$23,417	\$25,489	\$25,117	\$24,515	\$23,289
Values in 2015	\$22,964	\$23,842	\$25,651	\$26,301	\$25,520	\$24,613
Values in 2016	\$23,843	\$23,356	\$24,978	\$25,475	\$25,054	\$24,672
Values in 2017	\$24,612	\$24,371	\$25,026			



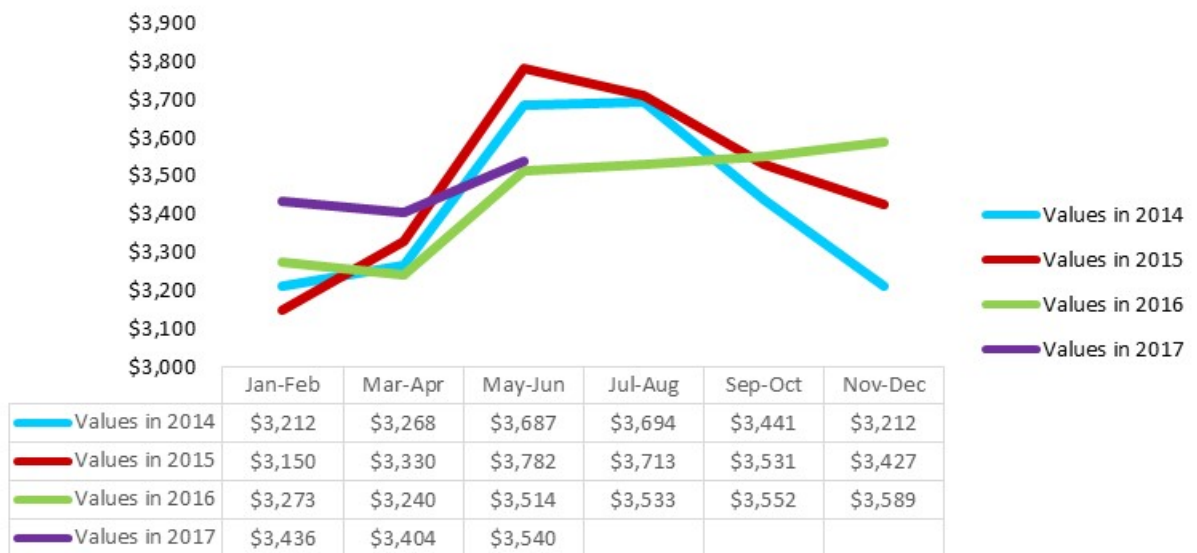
Power Boat Values

Average Retail Value by Category

Inboard



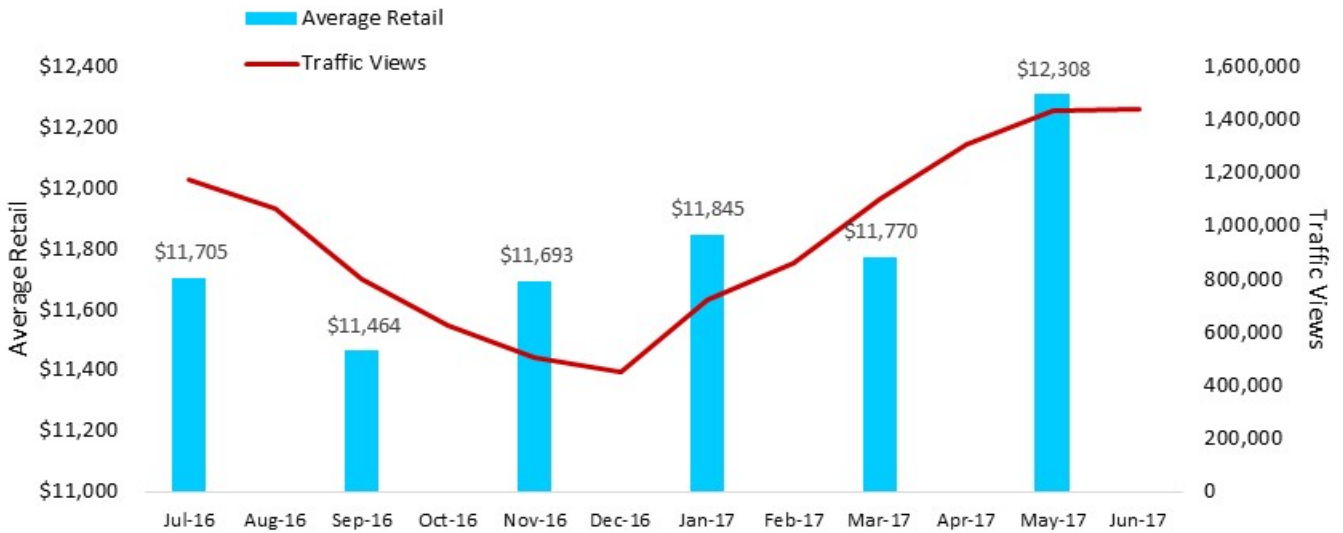
Personal Watercraft



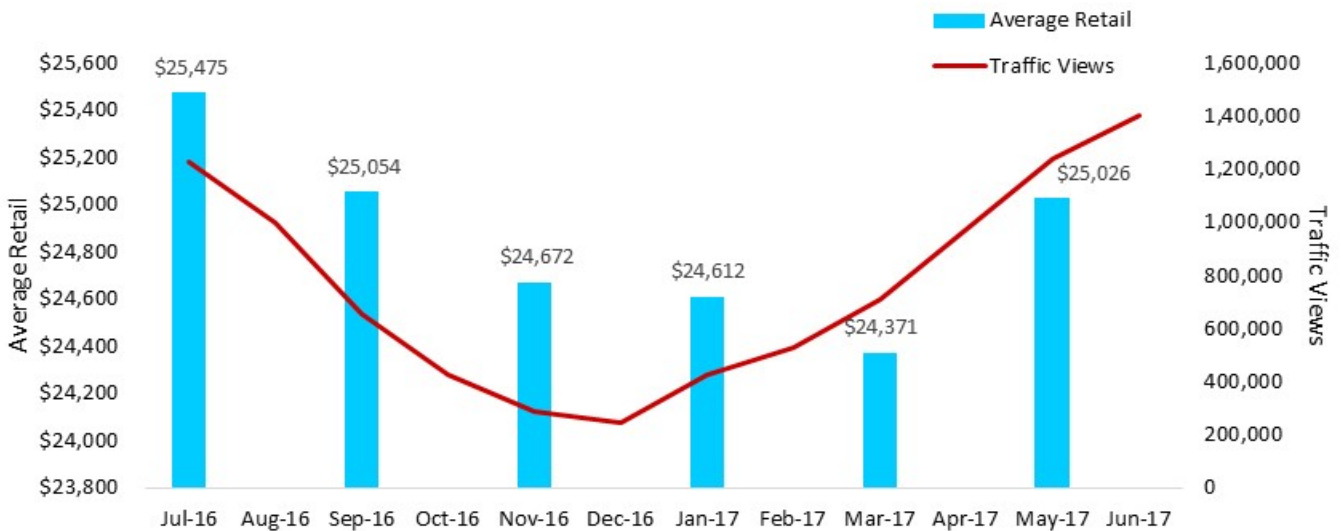
Power Boat Values vs. Traffic

Average Retail Value and Traffic Views by Category

Outboard



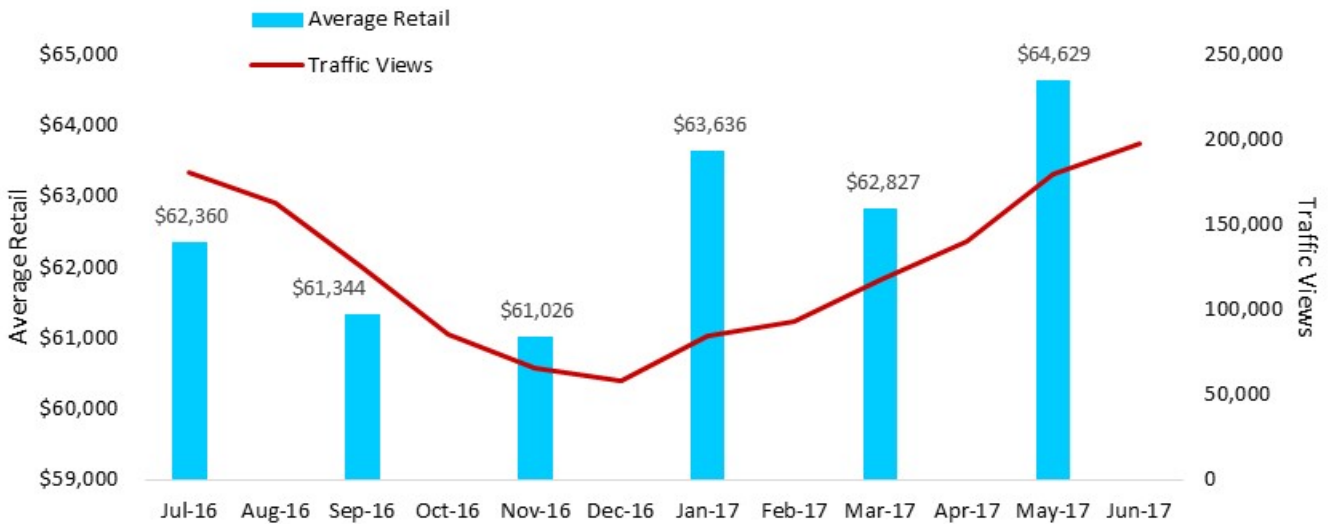
Stern Drive



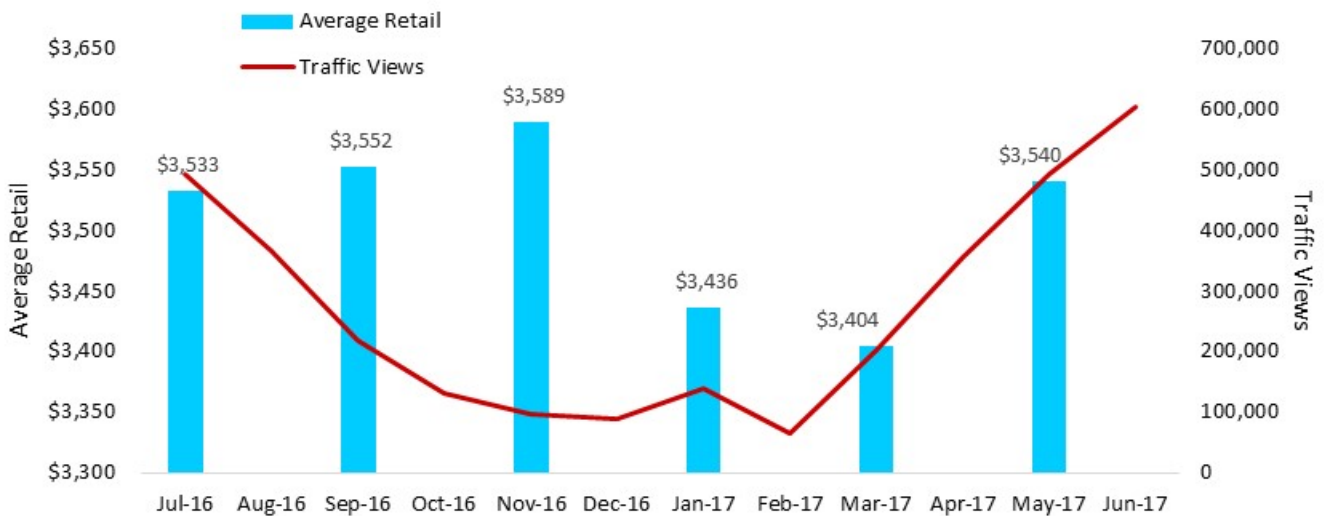
Power Boat Values vs. Traffic

Average Retail Value and Traffic Views by Category

Inboard

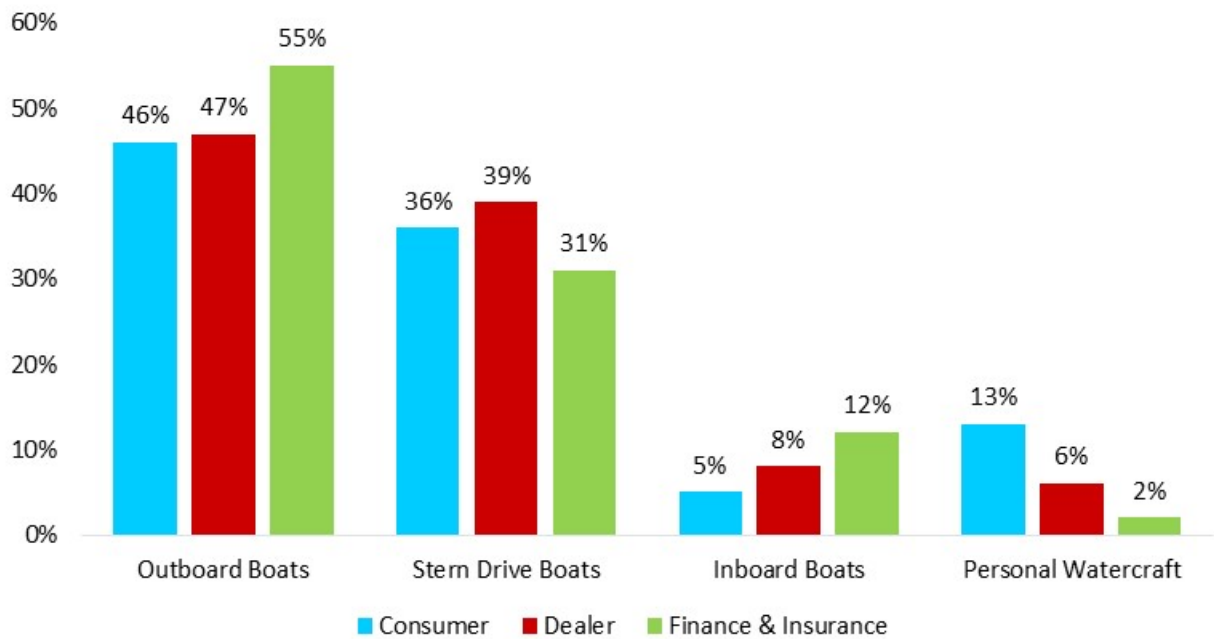


Personal Watercraft



Marine Categories

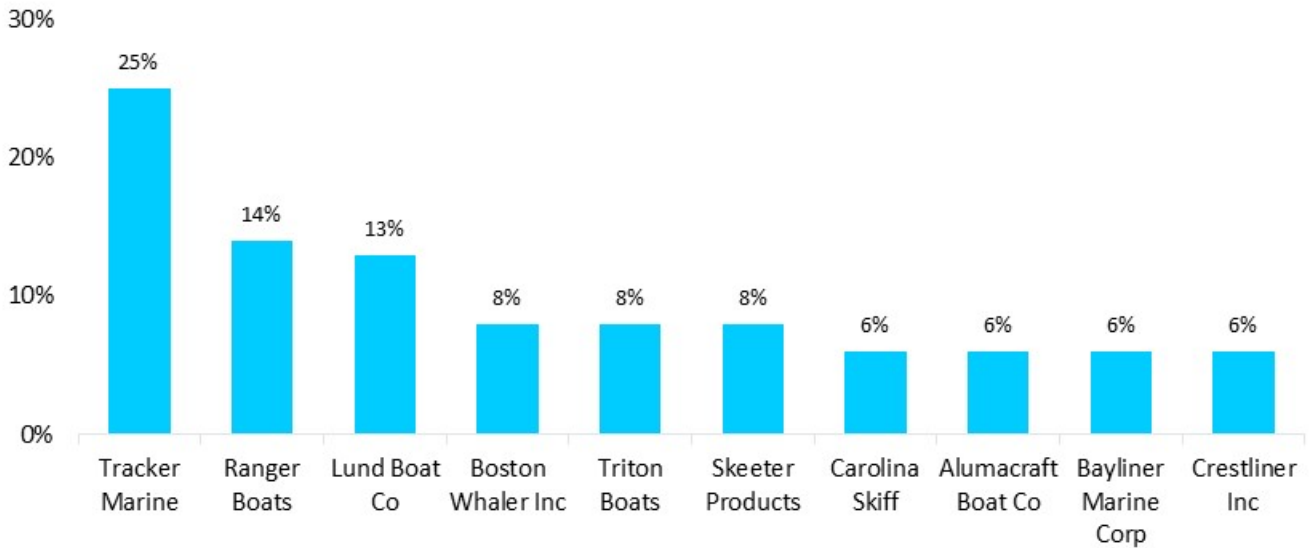
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2017 Q1-Q2



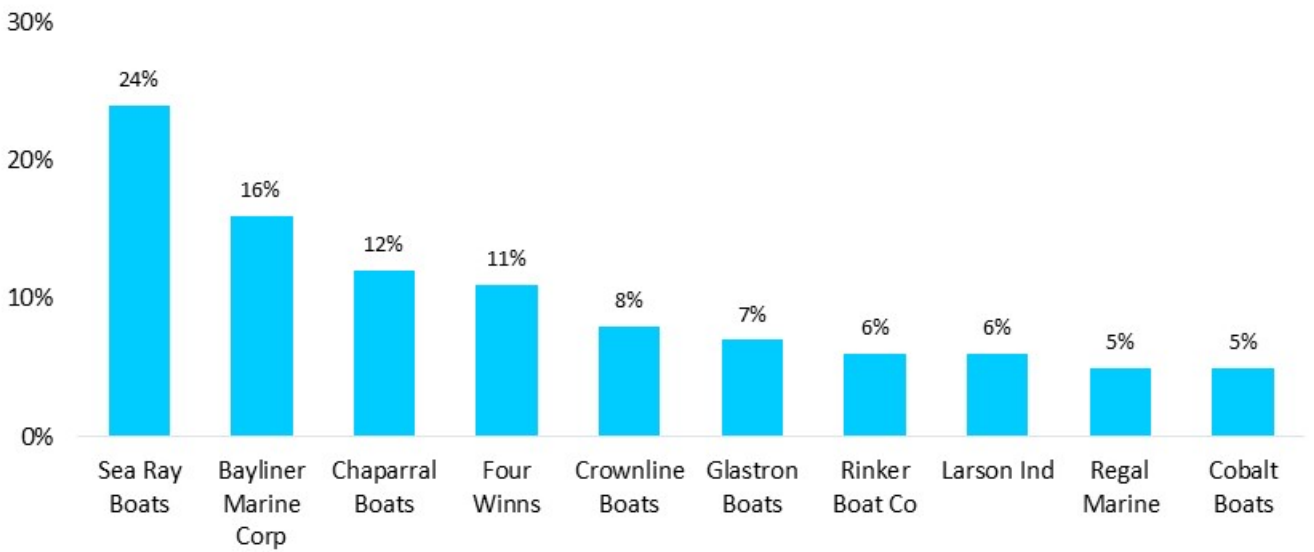
Power Boat Brands

NADAguides.com Top Researched Brands in 2017 Q1-Q2

Outboard Brands



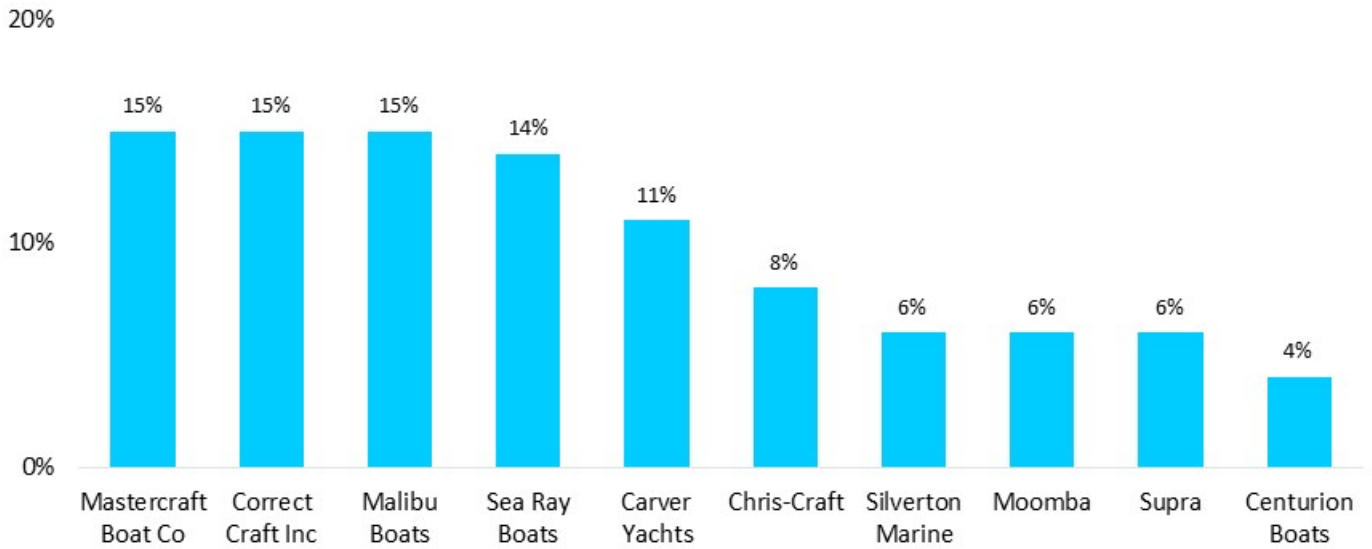
Stern Drive Brands



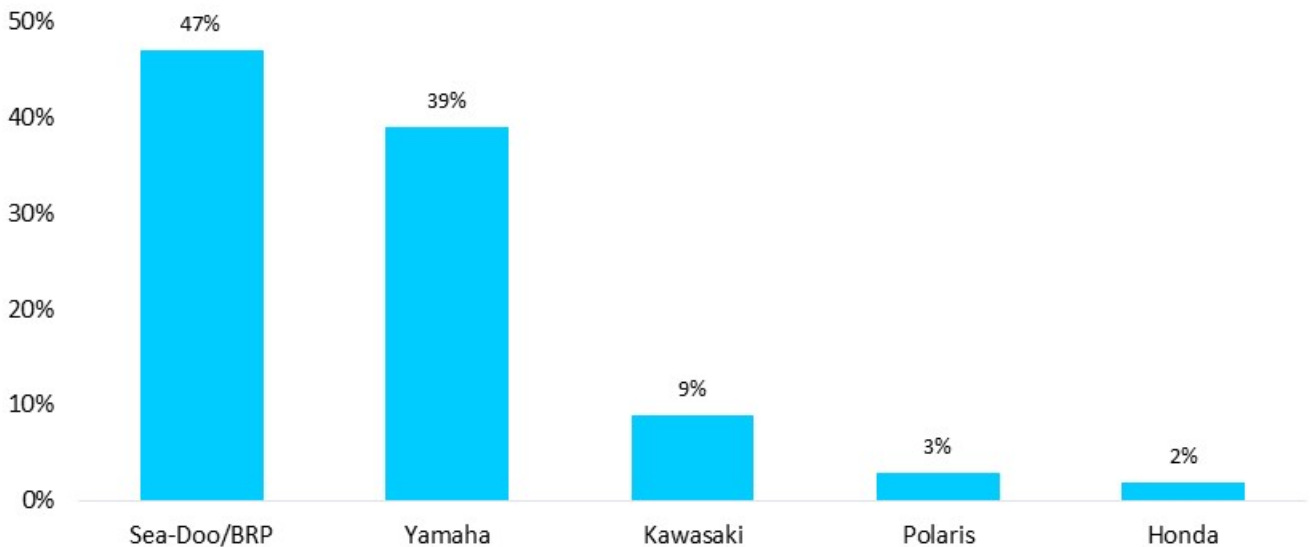
Power Boat Brands

NADAguides.com Top Researched Brands in 2017 Q1-Q2

Inboard Brands



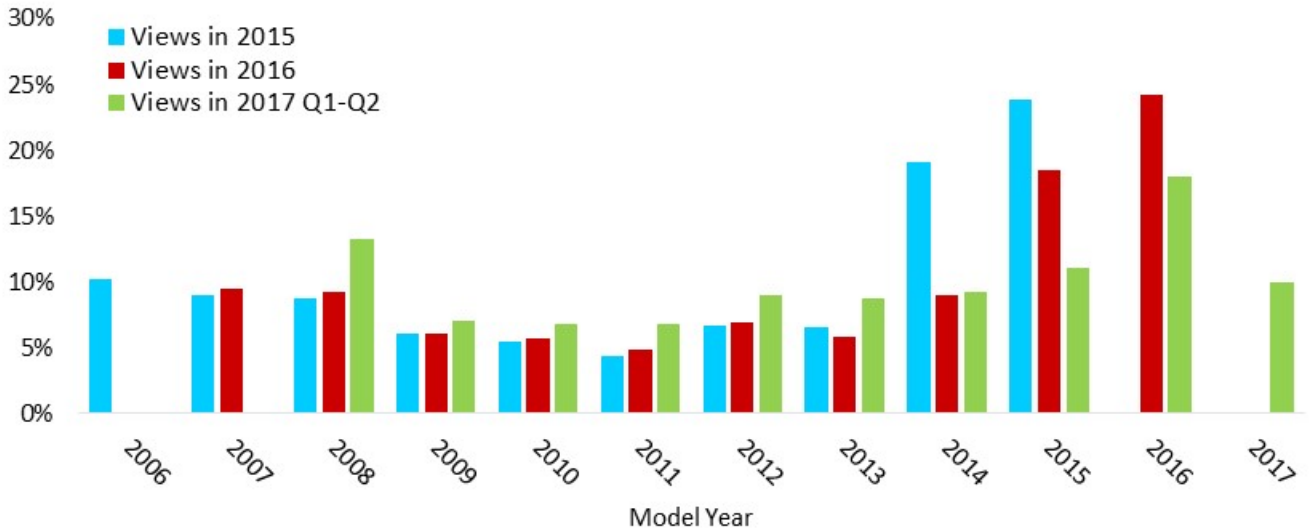
Personal Watercraft Brands



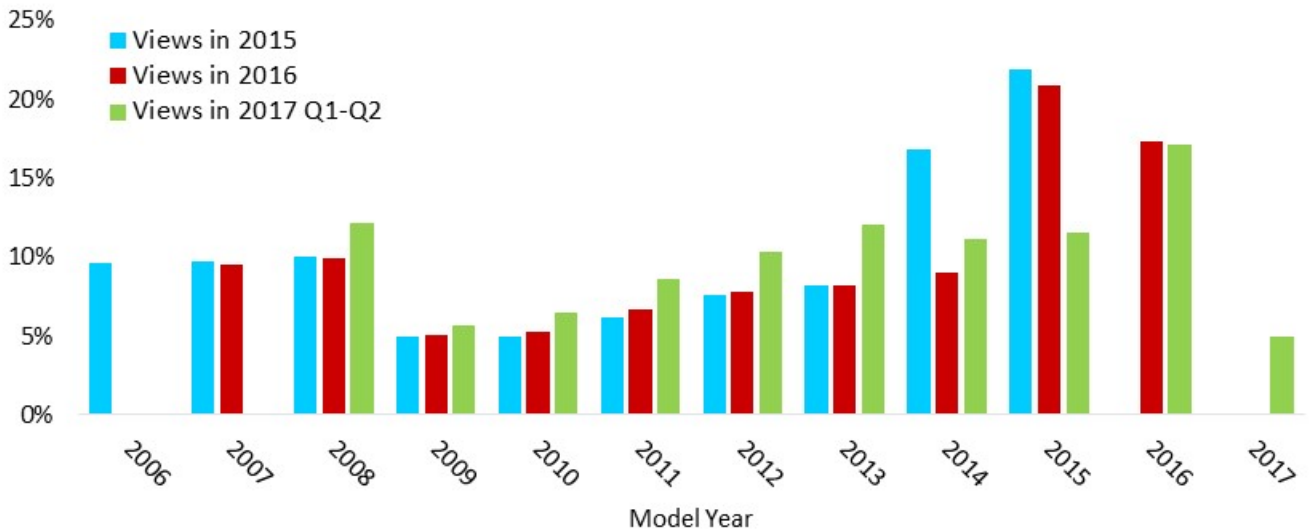
Model Years

NADAguides.com Top Researched Model Years by Category

Outboard Boats



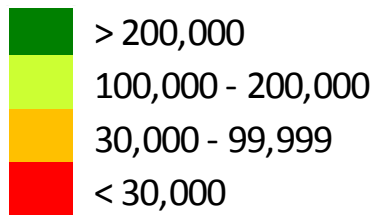
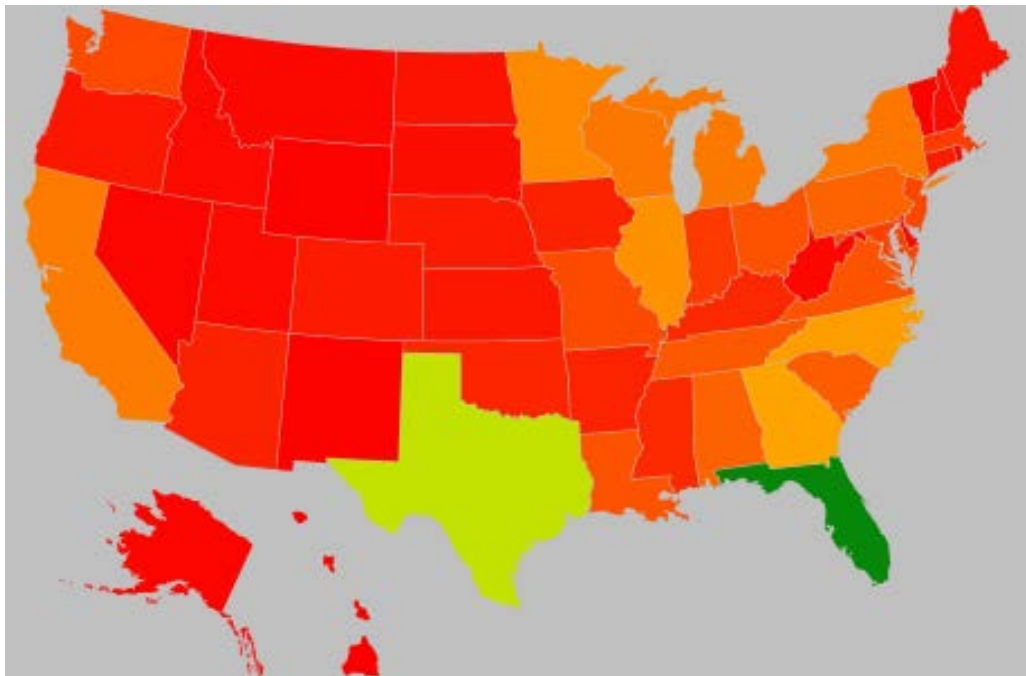
Pontoon Boats



Web Traffic by State

NADAguides.com Traffic by State in 2017 Q1-Q2

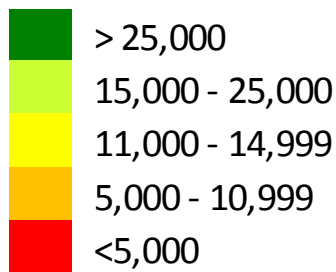
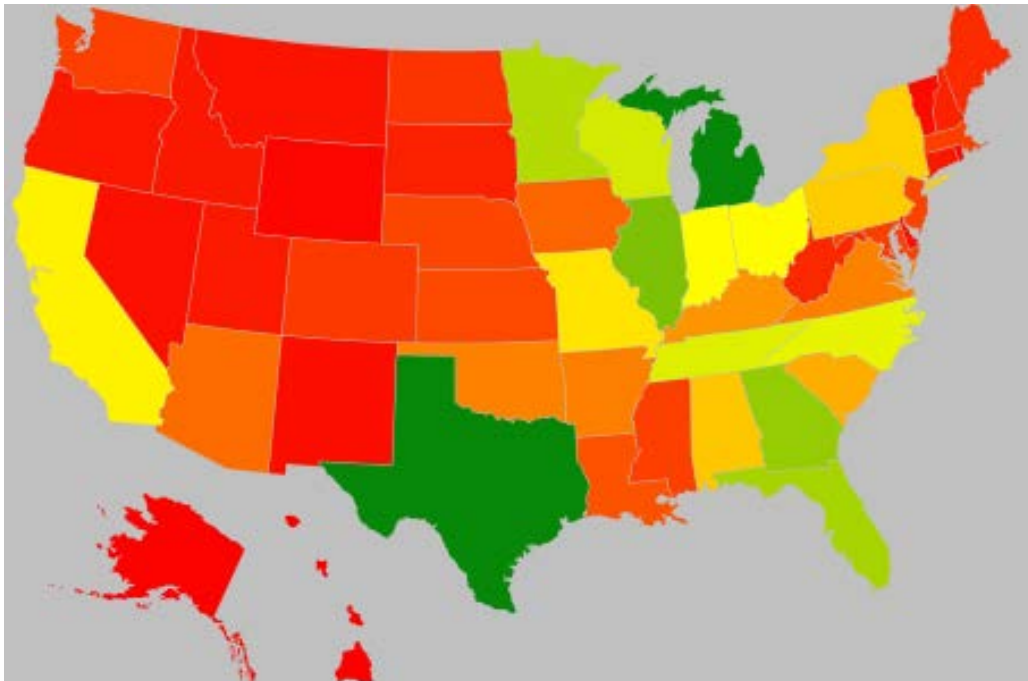
Outboard



Web Traffic by State

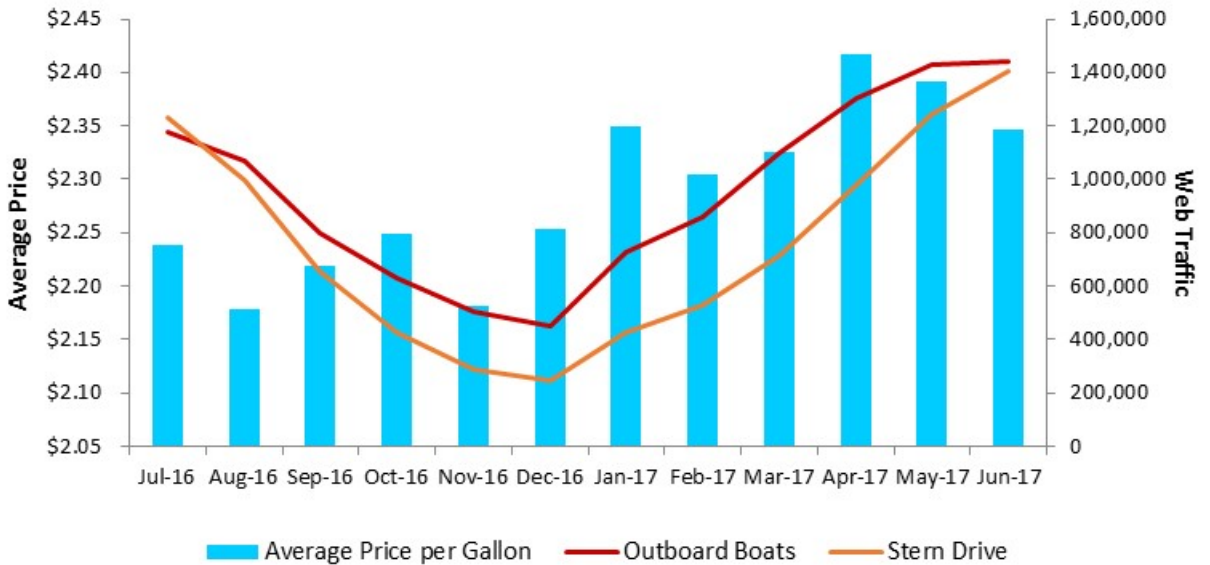
NADAguides.com Traffic by State in 2017 Q1-Q2

Pontoon

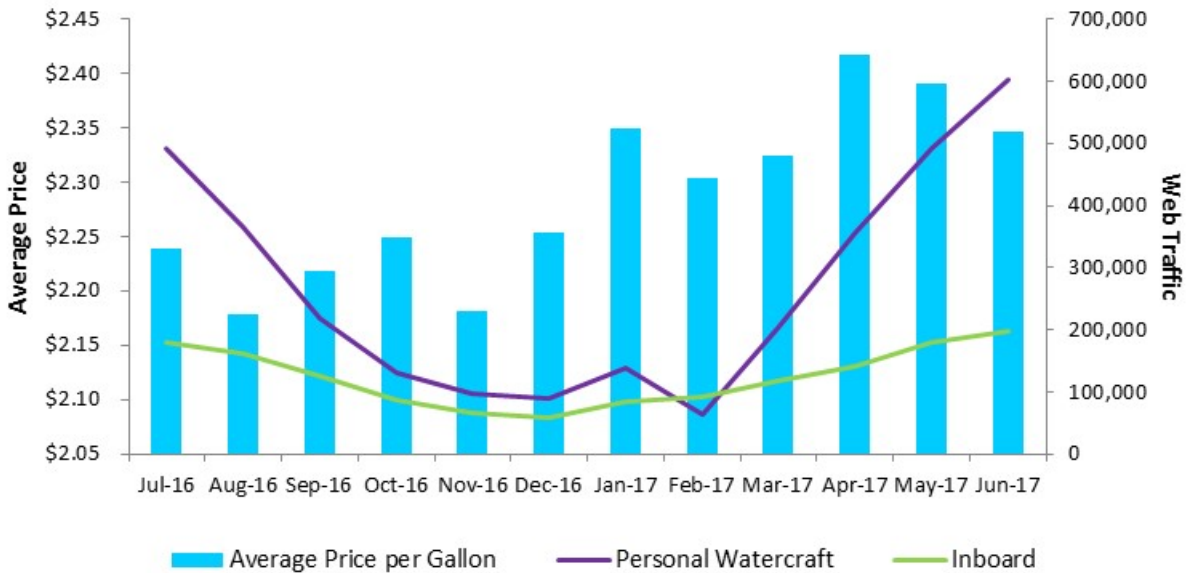


Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



Source: U.S. Energy Information Administration

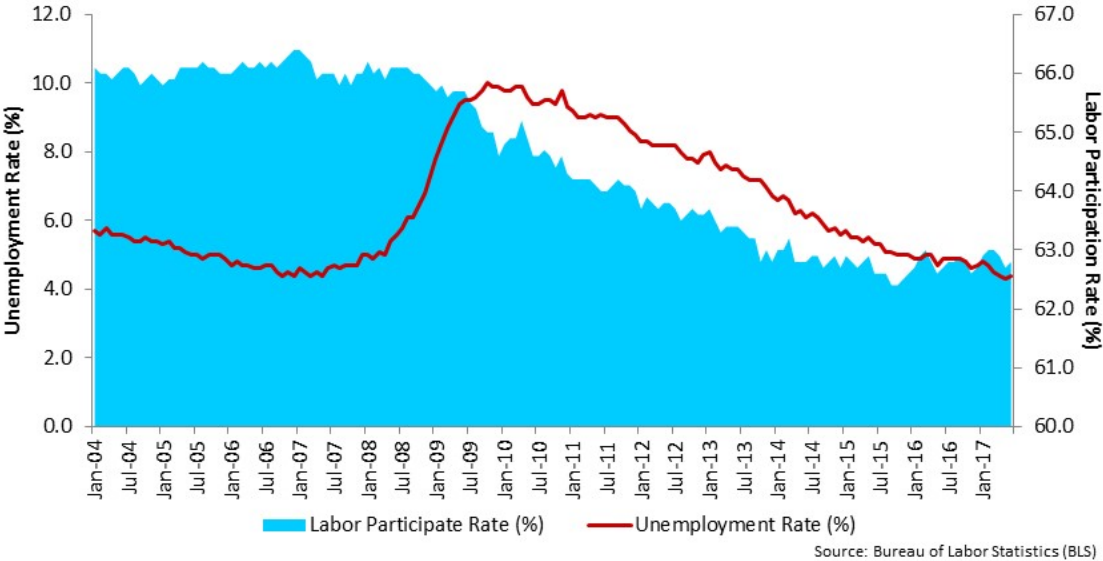


Source: U.S. Energy Information Administration



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

