

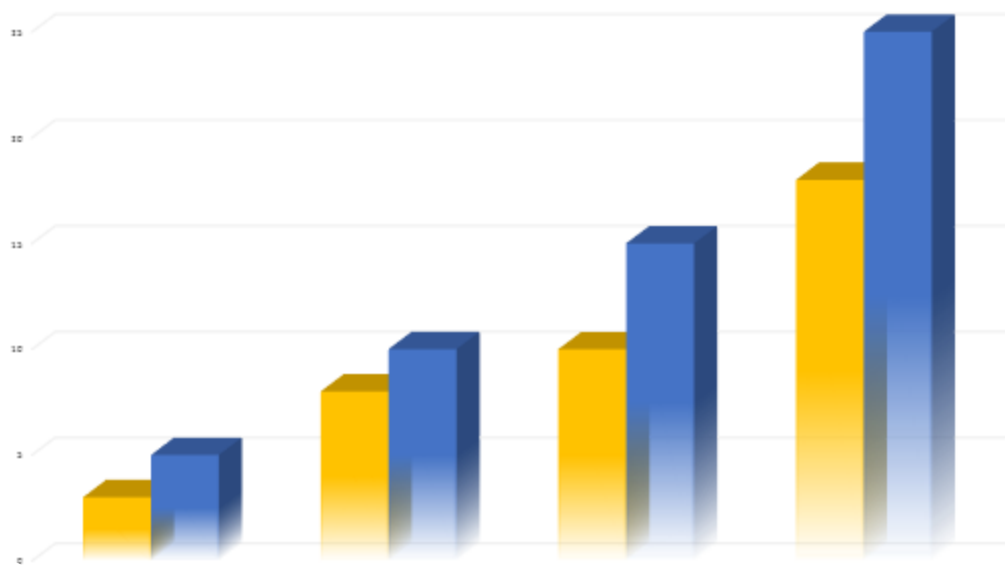
1st Quarter 2018

NADAguides

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

As predicted, the industry had an extremely strong start to the year, with first-quarter values in all our segments up considerably from the same period in previous years. Year-over-year, outboards were up 15%, stern drives were up 11%, inboards were up 8%, and personal watercraft was up 3%.



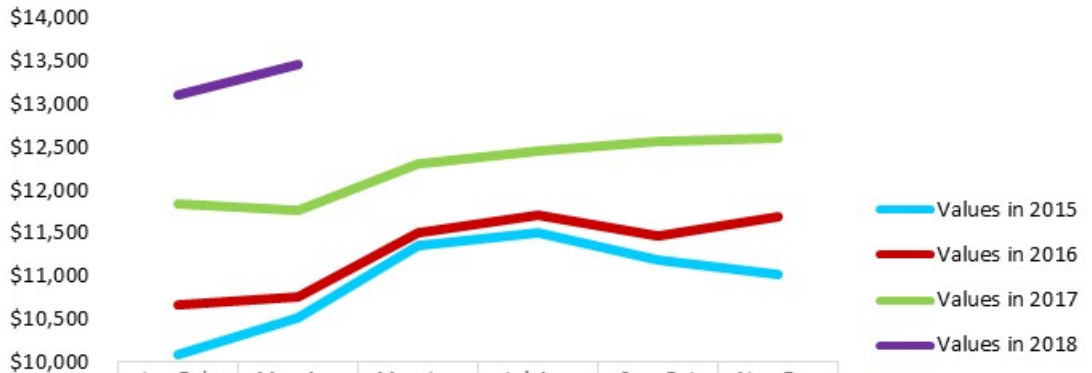
Consumer confidence and employment, innovative products, and strong interest in activities like wakeboarding and leisure boating are driving demand. A tight supply of used boats is impacting the supply side, further bolstering values. In view of these factors, we expect marine dealers to have a strong year.



Power Boat Values

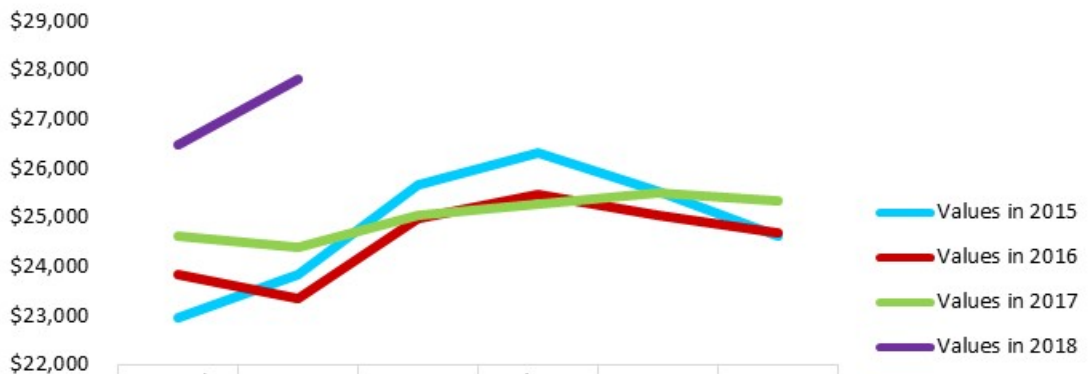
Average Retail Value by Category

Outboard



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
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	\$12,462	\$12,570	\$12,609
Values in 2018	\$13,108	\$13,474				

Stern Drive



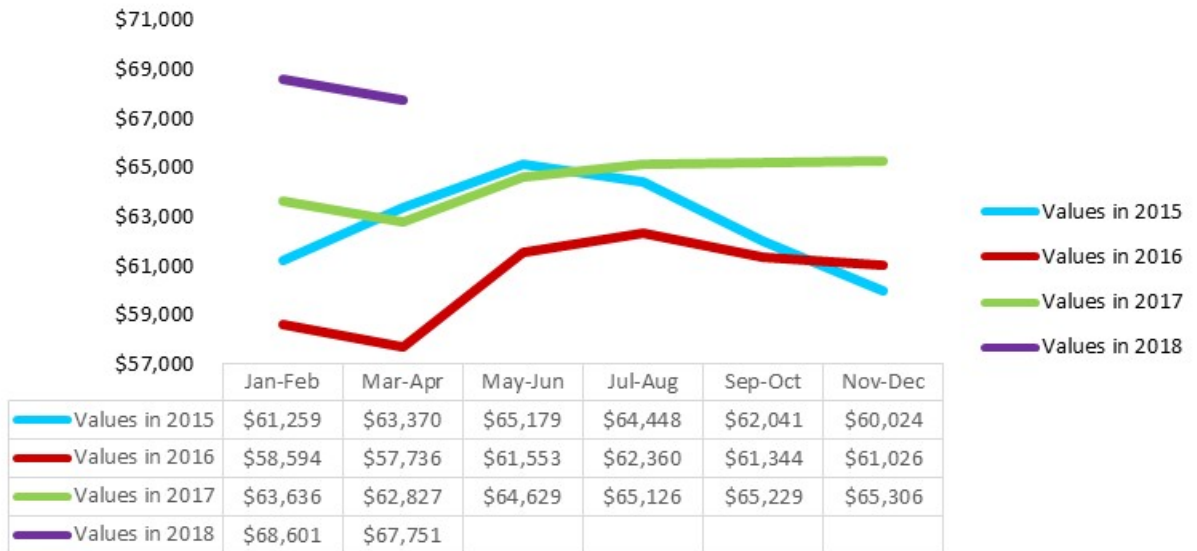
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2015	\$22,964	\$23,842	\$25,651	\$26,301	\$25,520	\$24,613
Values in 2016	\$23,843	\$23,356	\$24,978	\$25,475	\$25,054	\$24,672
Values in 2017	\$24,612	\$24,371	\$25,026	\$25,254	\$25,485	\$25,317
Values in 2018	\$26,469	\$27,811				



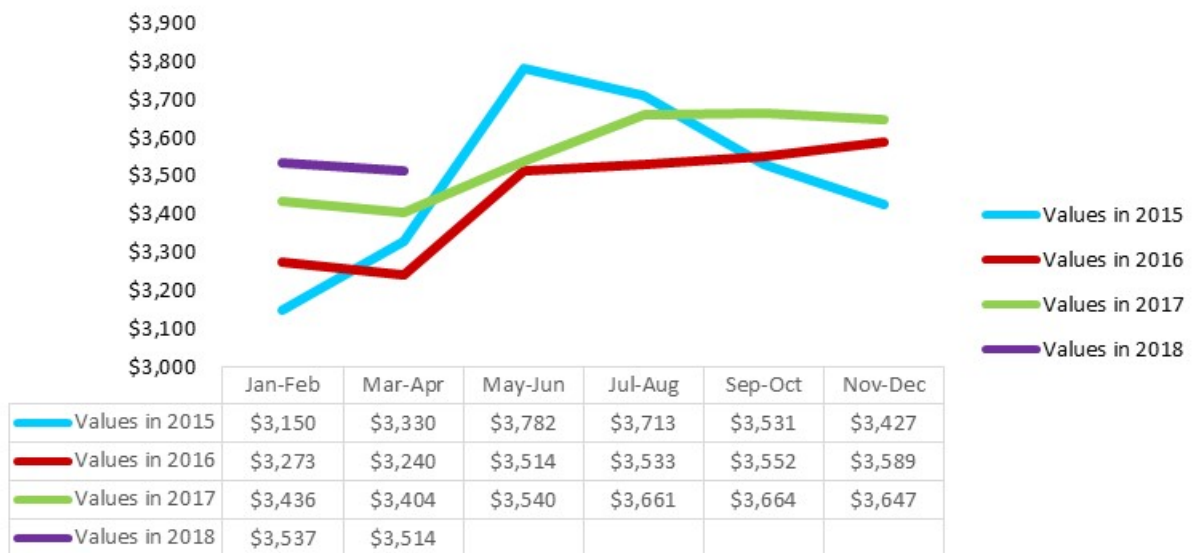
Power Boat Values

Average Retail Value by Category

Inboard



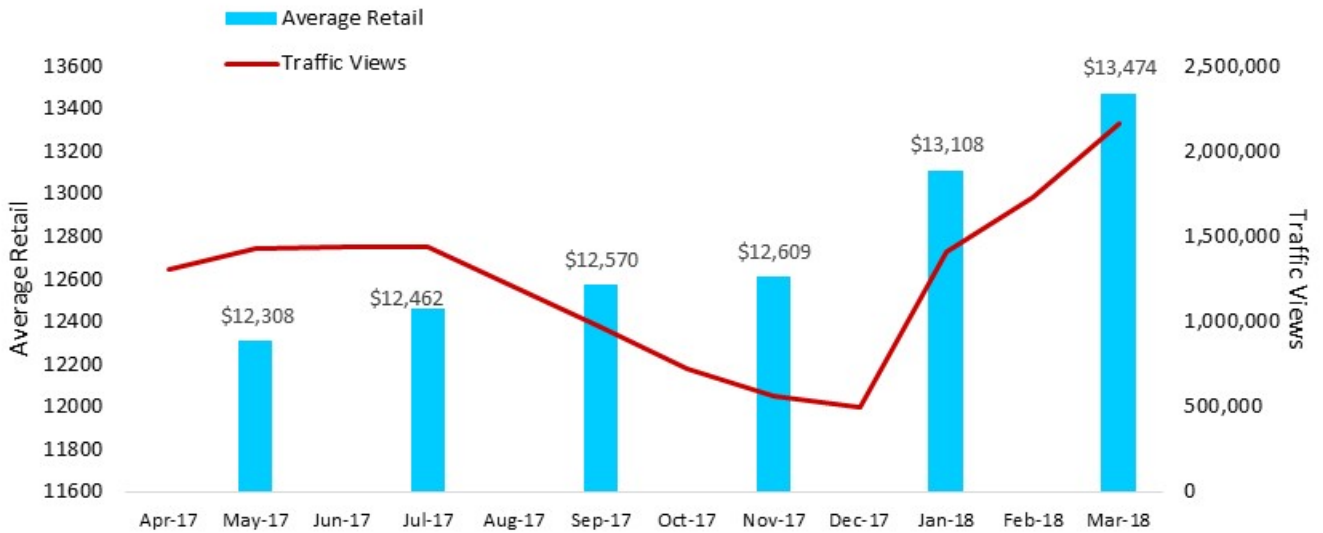
Personal Watercraft



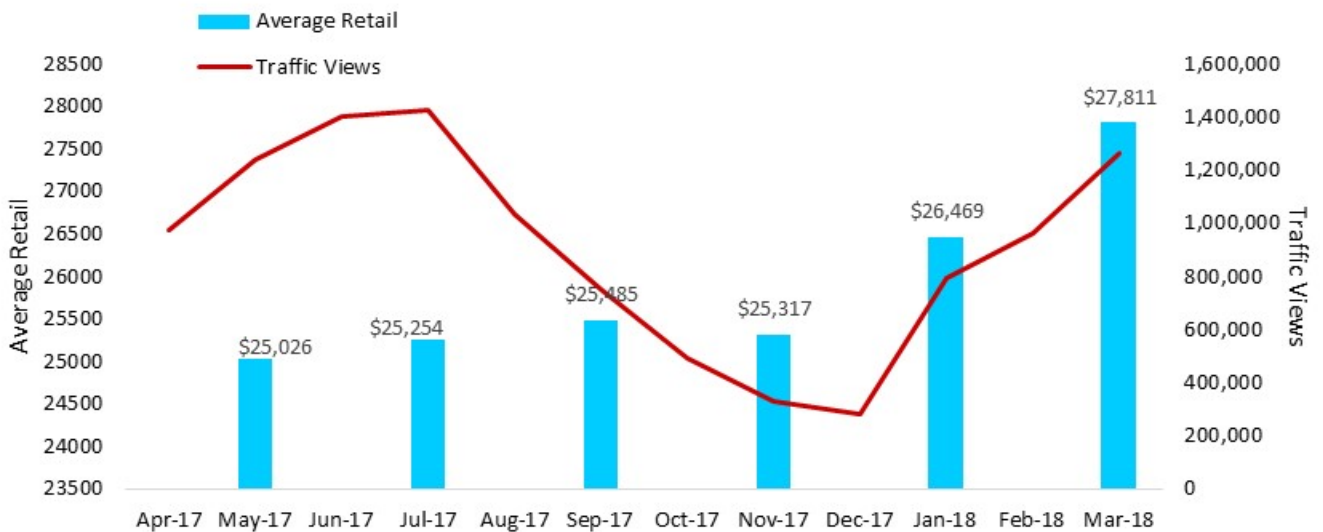
Power Boat Values vs. Traffic

Average Retail Value and Traffic Views by Category

Outboard



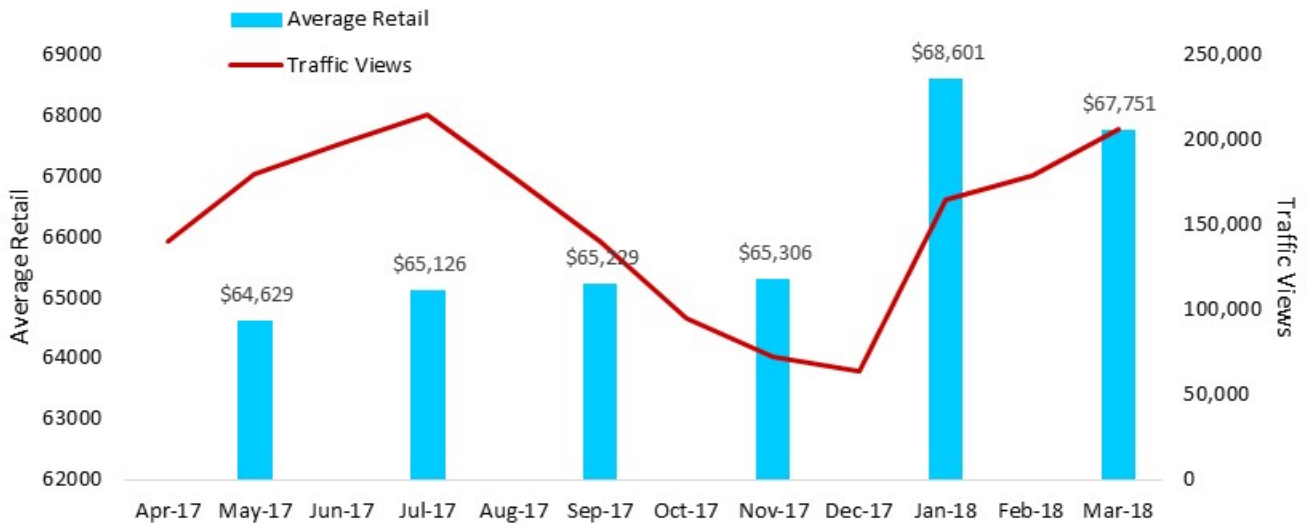
Stern Drive



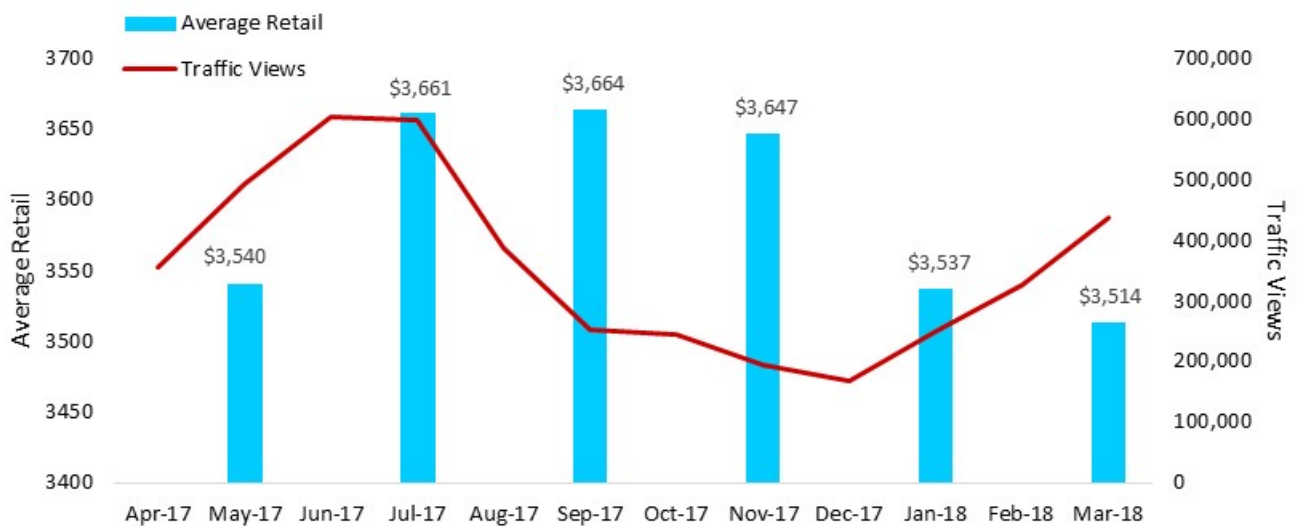
Power Boat Values vs. Traffic

Average Retail Value and Traffic Views by Category

Inboard

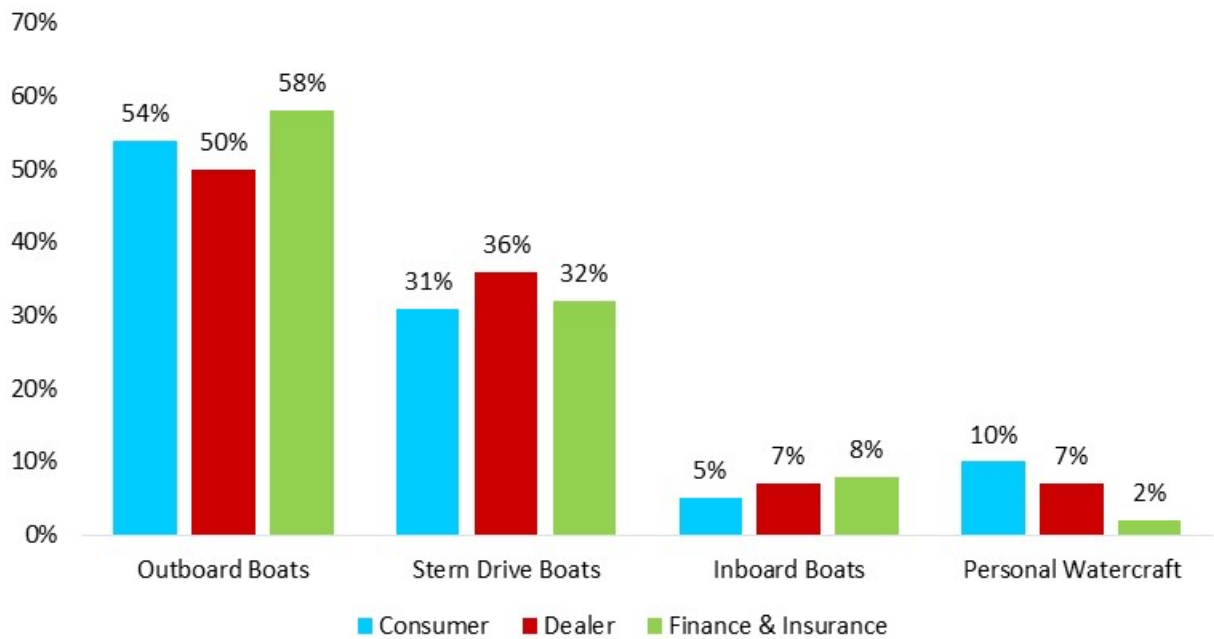


Personal Watercraft



Marine Categories

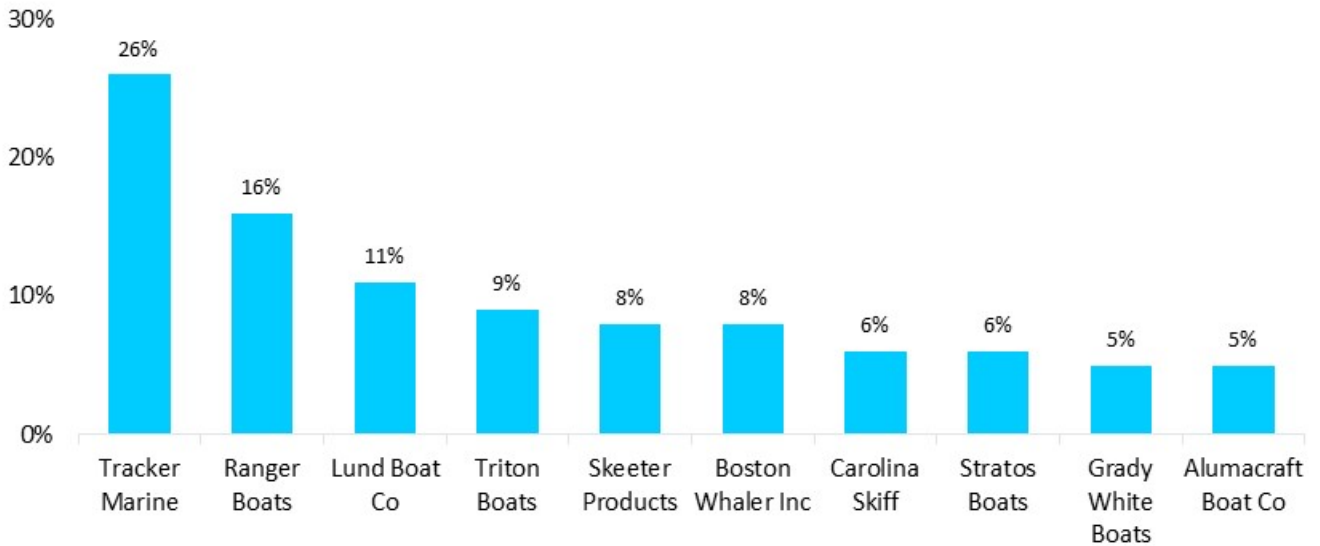
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2018 Q1



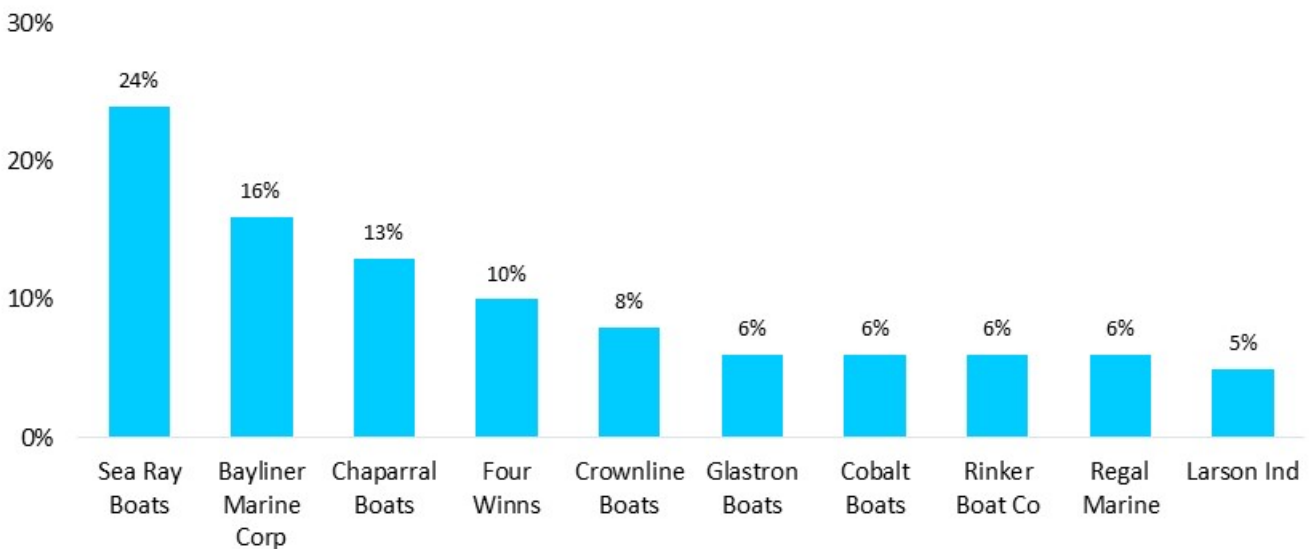
Power Boat Brands

NADAGuides.com Top Researched Brands in 2018 Q1

Outboard Brands



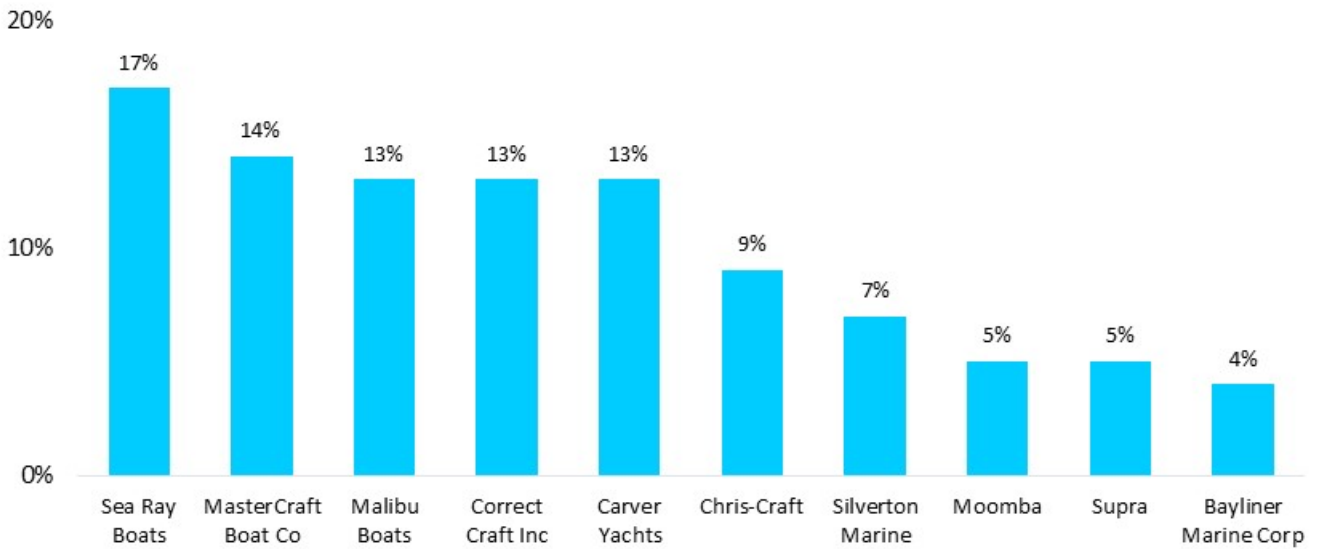
Stern Drive Brands



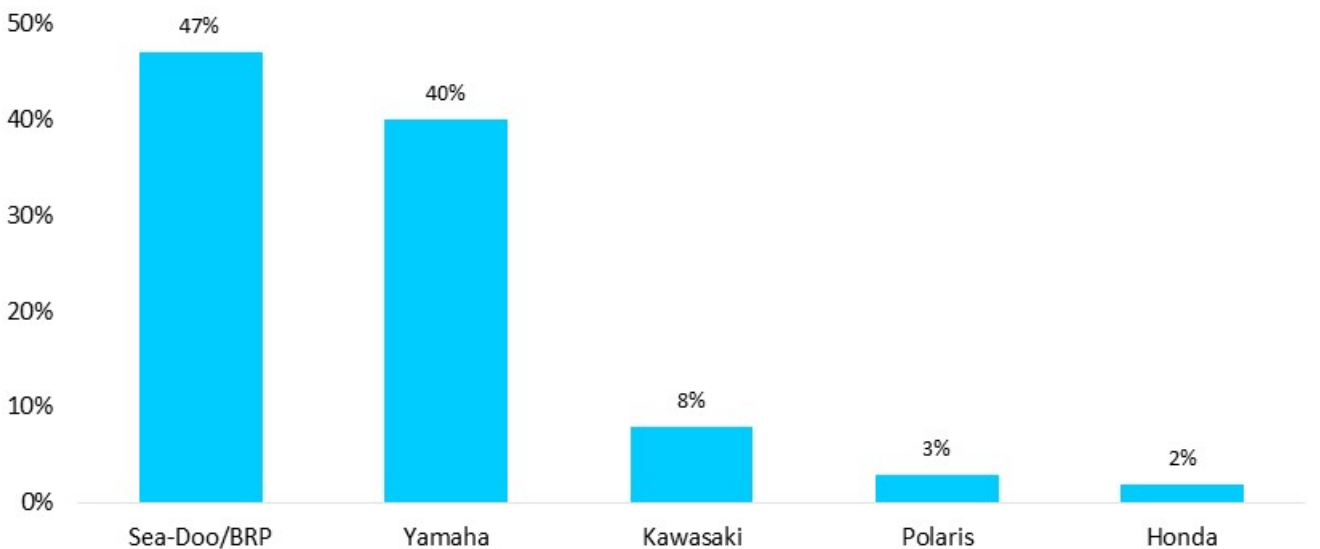
Power Boat Brands

NADAguides.com Top Researched Brands in 2018 Q1

Inboard Brands



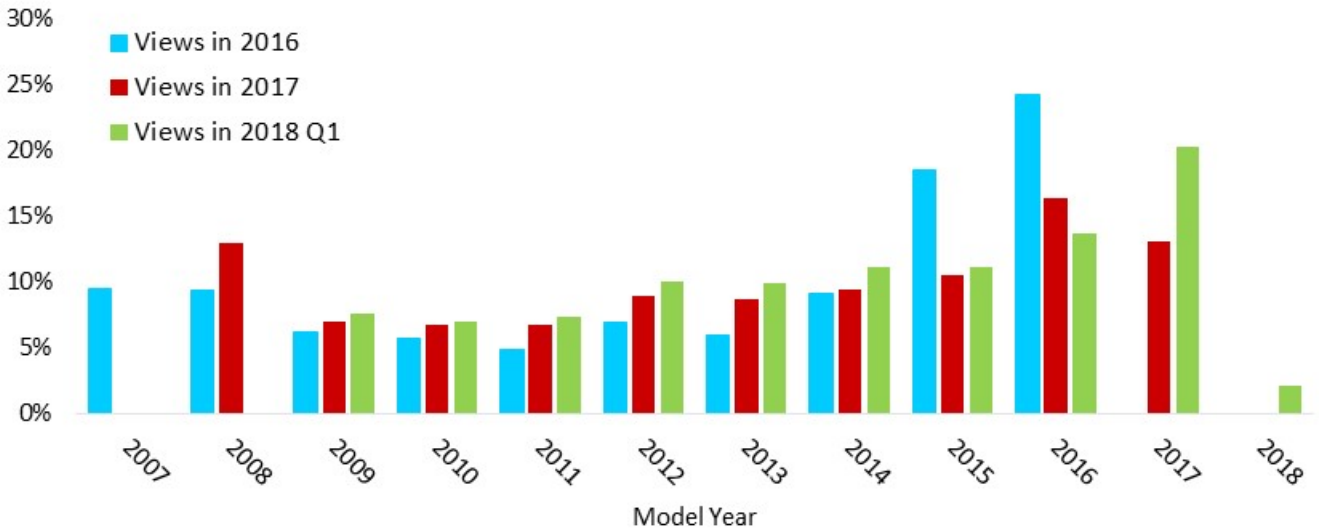
Personal Watercraft Brands



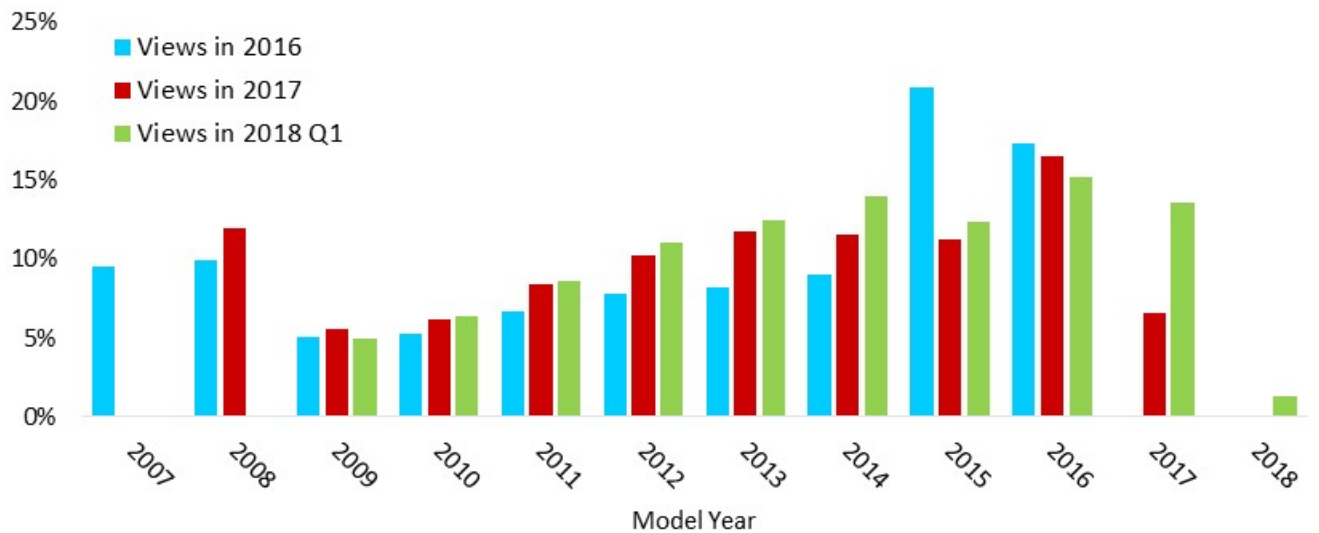
Model Years

NADAguides.com Top Researched Model Years by Category

Outboard Boats



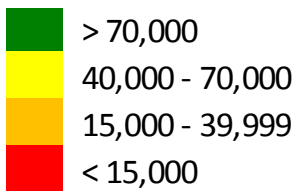
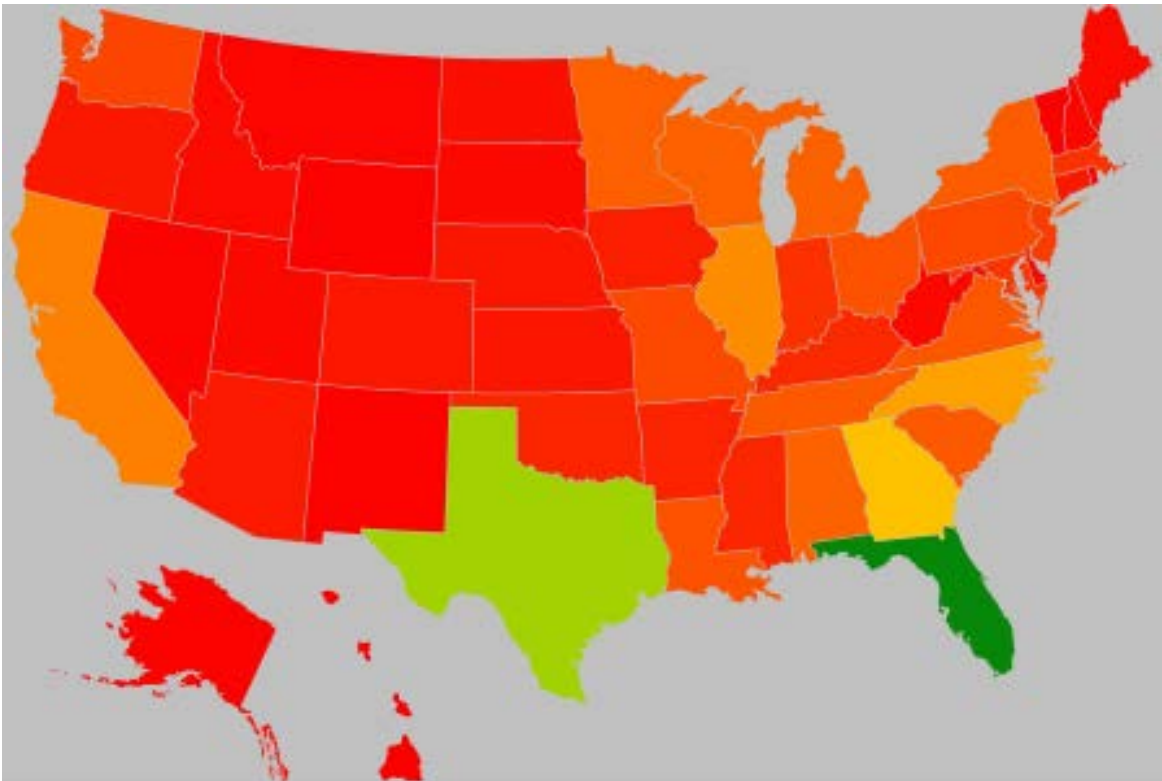
Pontoon Boats



Web Traffic by State

NADAguides.com Traffic by State in 2018 Q1

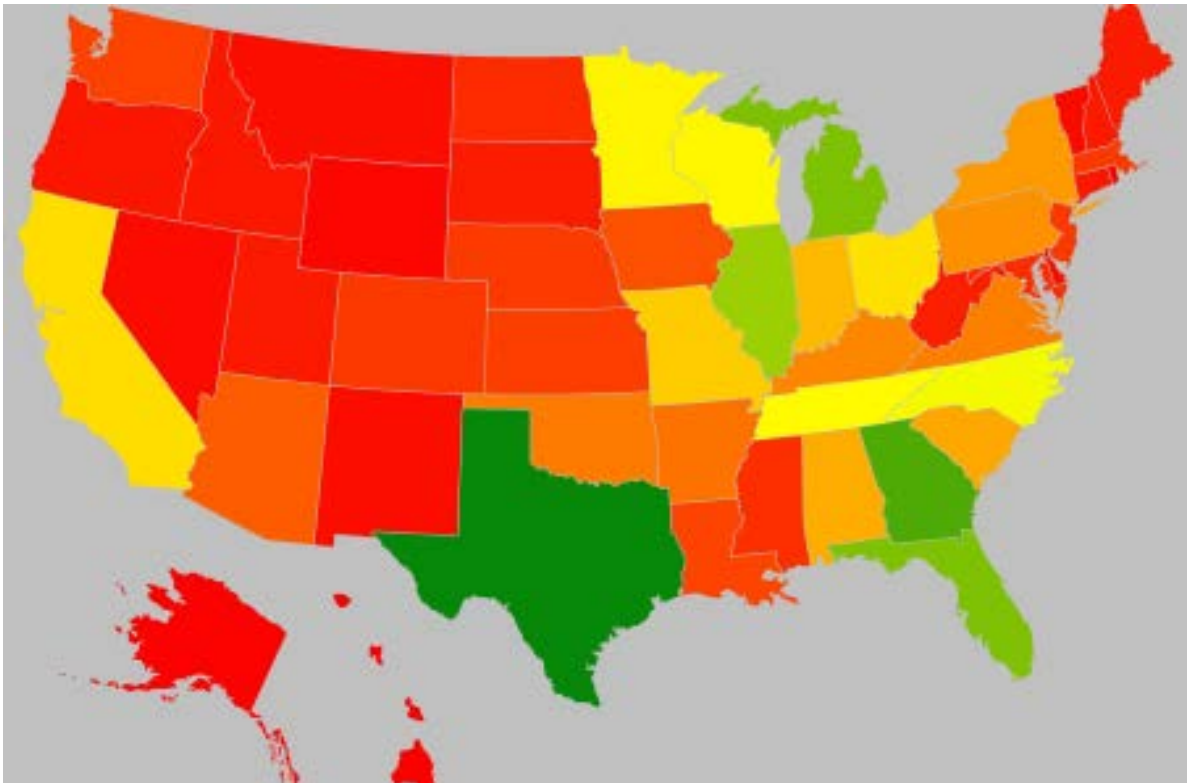
Outboard



Web Traffic by State

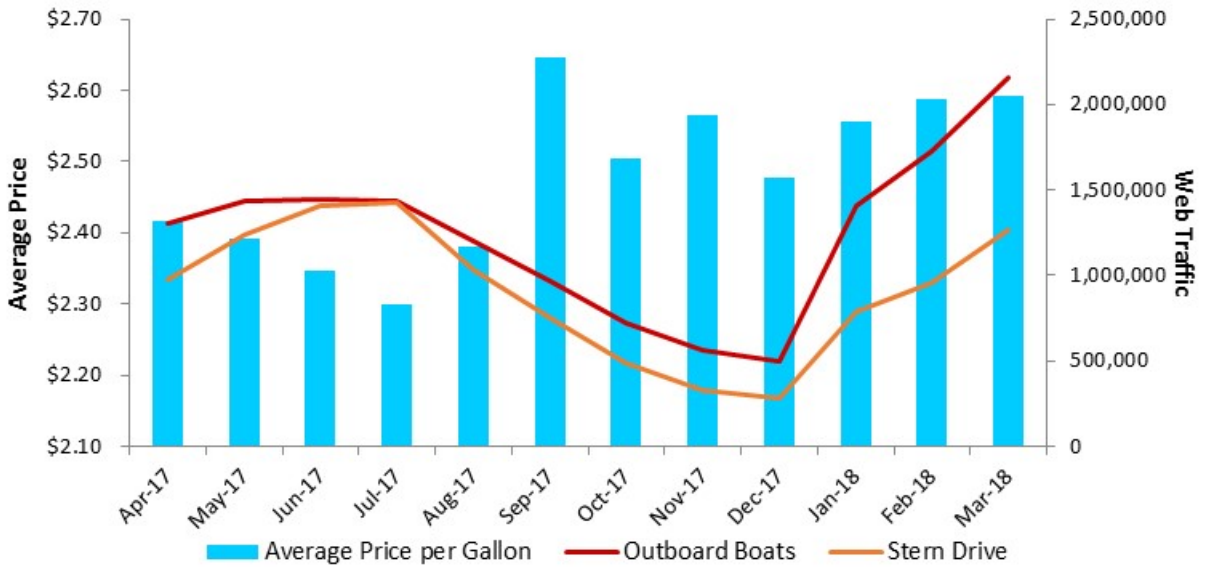
NADAguides.com Traffic by State in 2018 Q1

Pontoon

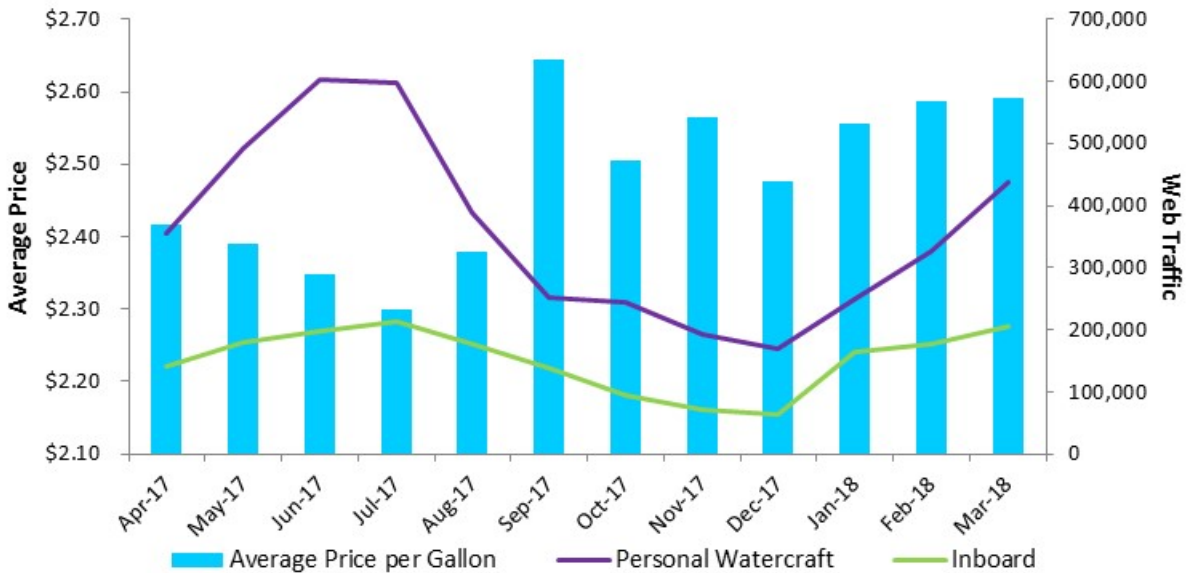


Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



Source: U.S. Energy Information Administration

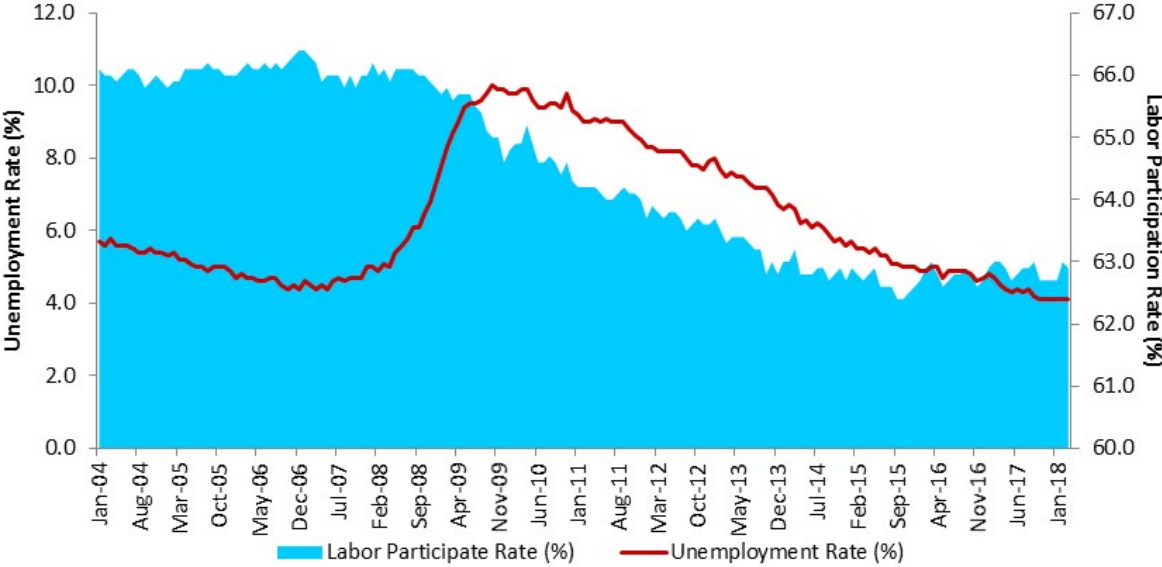


Source: U.S. Energy Information Administration



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



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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

