

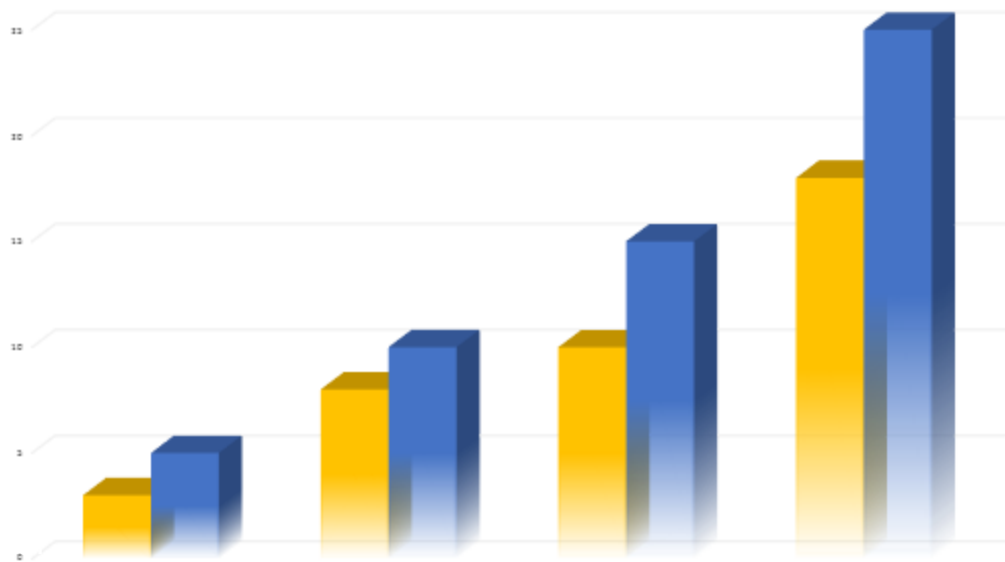
2nd Quarter 2018

NADAguides **MARINE** MARKET INSIGHTS

J.D. POWER

NADAguides is a division of J.D. Power

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



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Industry Overview

Marine Market Update

Pricing in 2018 for most segments of the industry continues to crush previous years. Compared to the May-June period of 2017, outboards were up 11%, stern drives were up 13%, and inboards were up 6%. Personal watercraft pricing was similar to 2017 and 2016, but about 5% off the very strong peak of 2015.

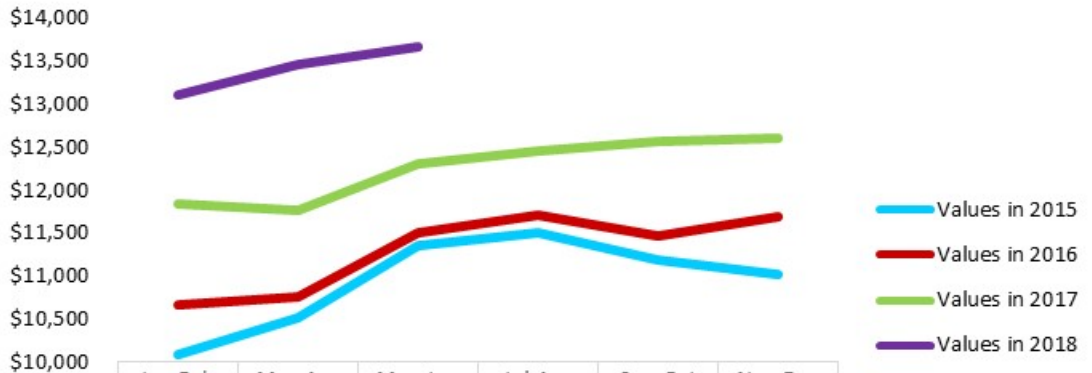
Sellers should be enjoying an environment bolstered by positive employment and income data and a tight supply of used boats.



Power Boat Values

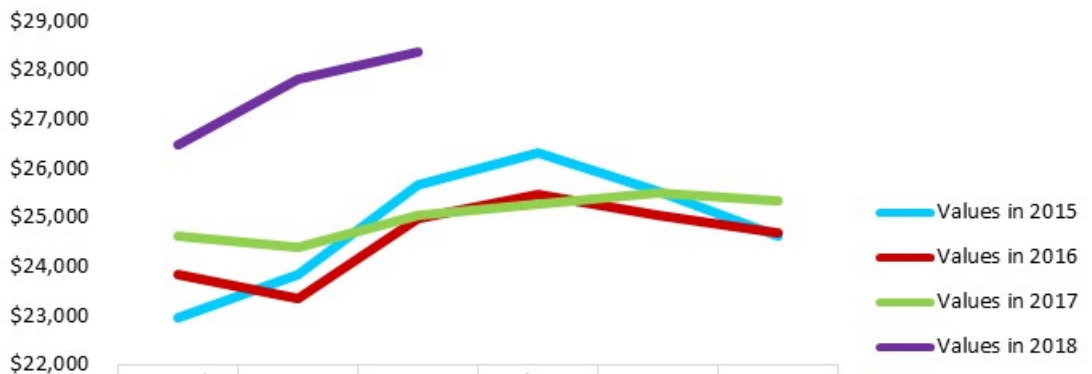
Average Retail Value by Category

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	\$13,662			

Stern Drive



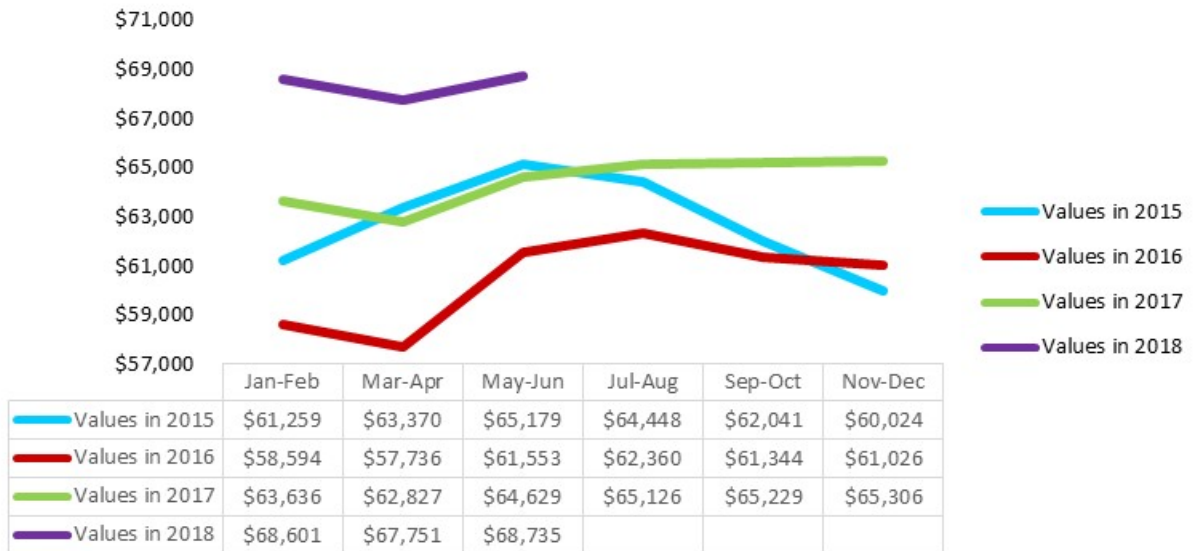
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2015	\$22,964	\$23,842	\$25,651	\$26,301	\$25,520	\$24,613
Values in 2016	\$23,843	\$23,356	\$24,978	\$25,475	\$25,054	\$24,672
Values in 2017	\$24,612	\$24,371	\$25,026	\$25,254	\$25,485	\$25,317
Values in 2018	\$26,469	\$27,811	\$28,380			



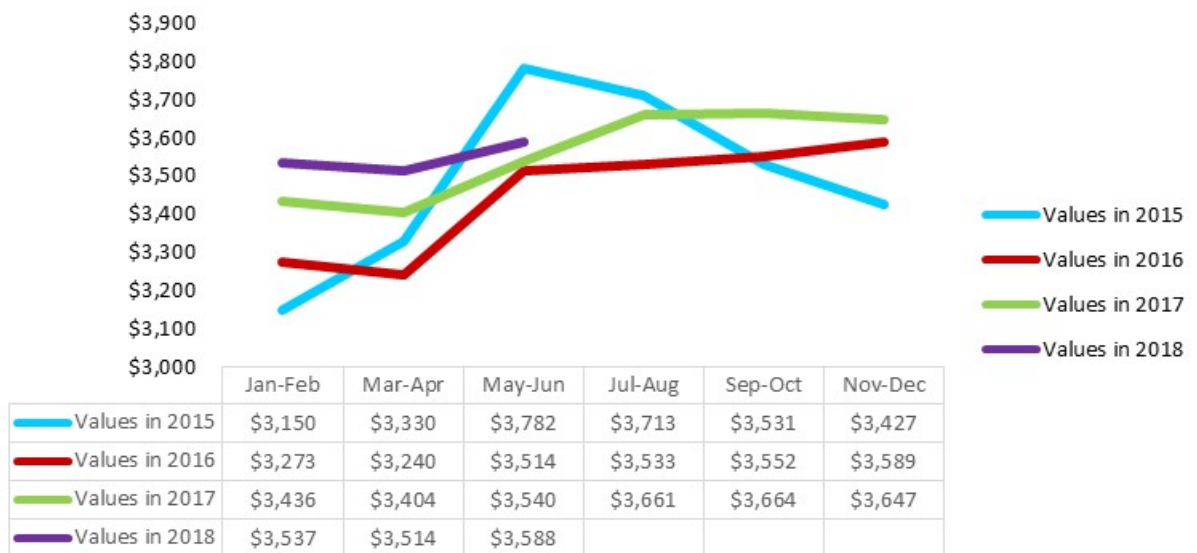
Power Boat Values

Average Retail Value by Category

Inboard



Personal Watercraft



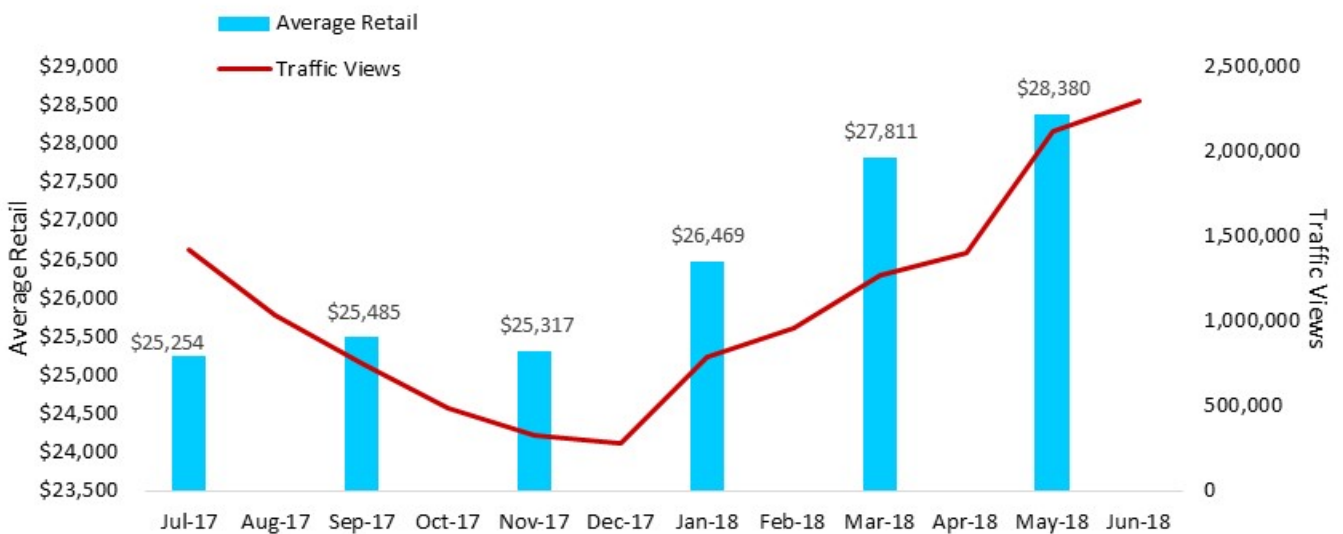
Power Boat Values vs. Traffic

Average Retail Value and Traffic Views by Category

Outboard



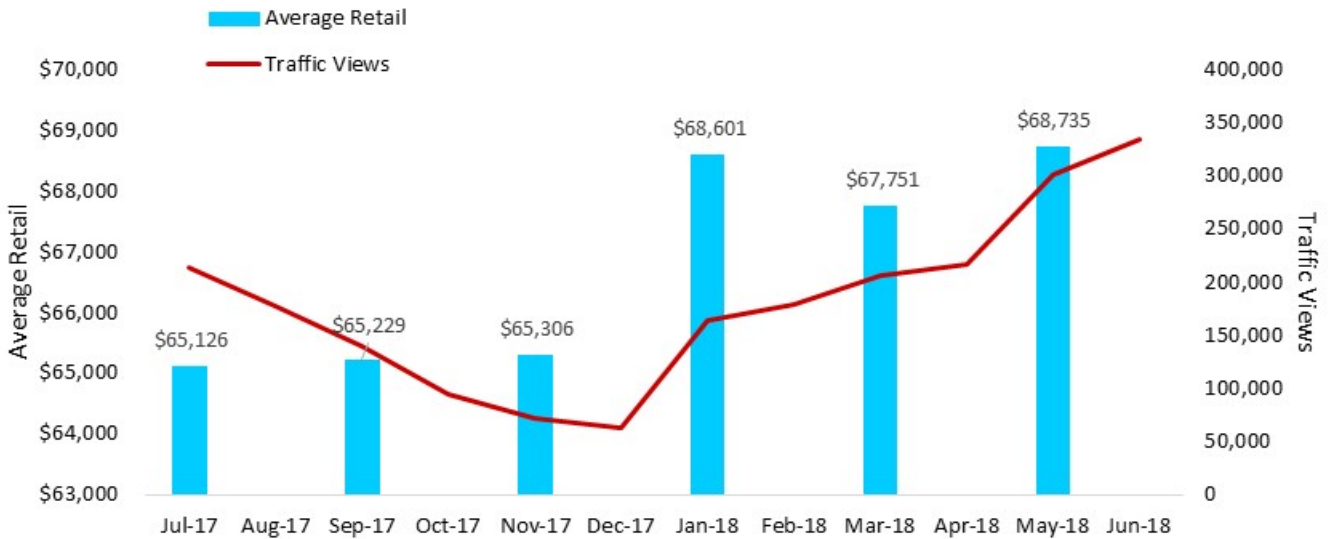
Stern Drive



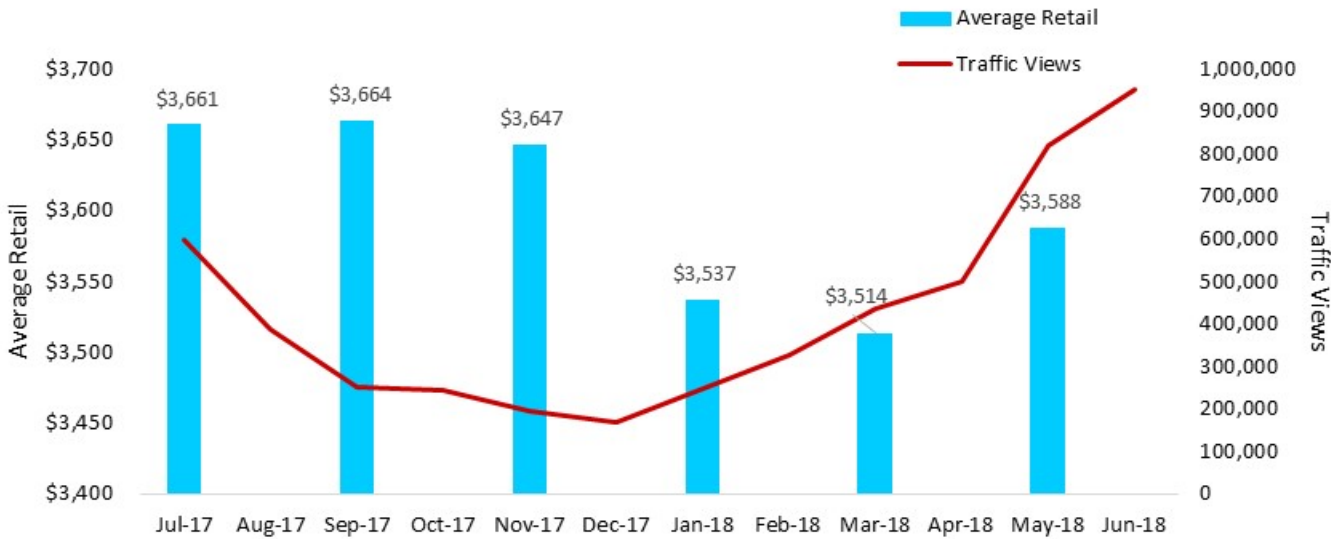
Power Boat Values vs. Traffic

Average Retail Value and Traffic Views by Category

Inboard

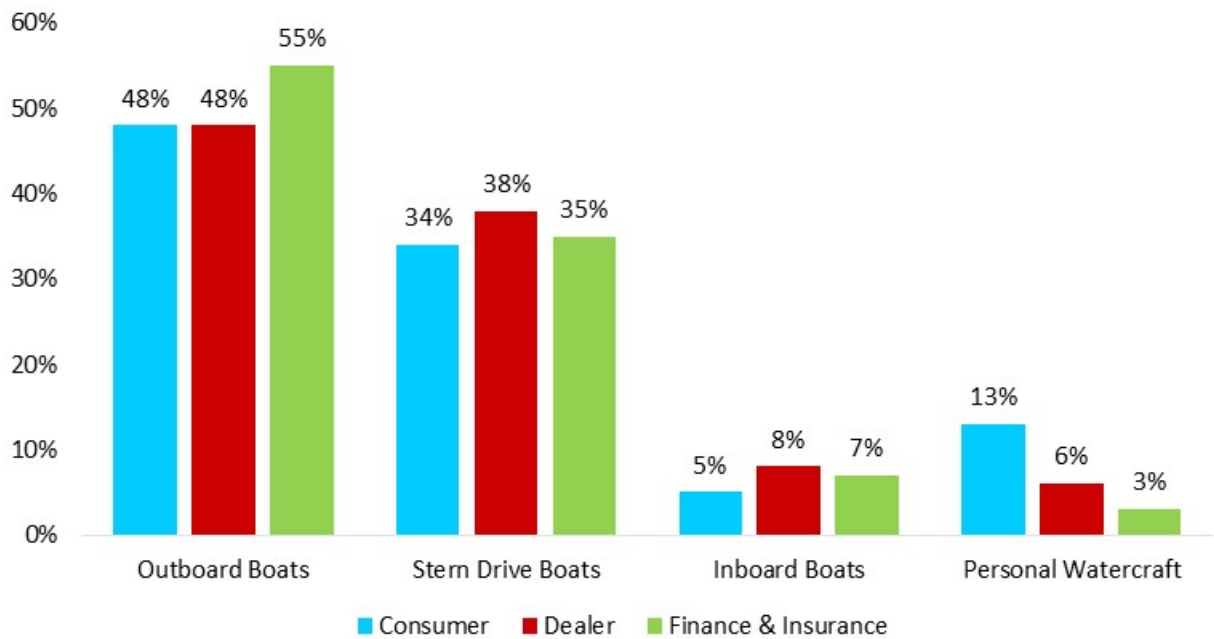


Personal Watercraft



Marine Categories

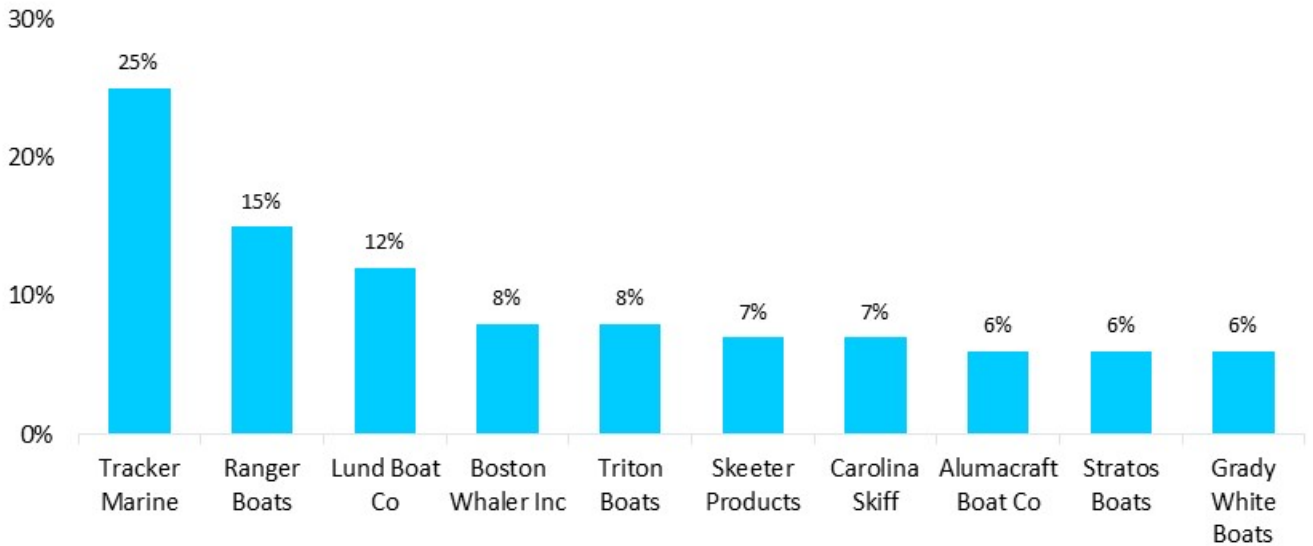
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2018 Q1-Q2



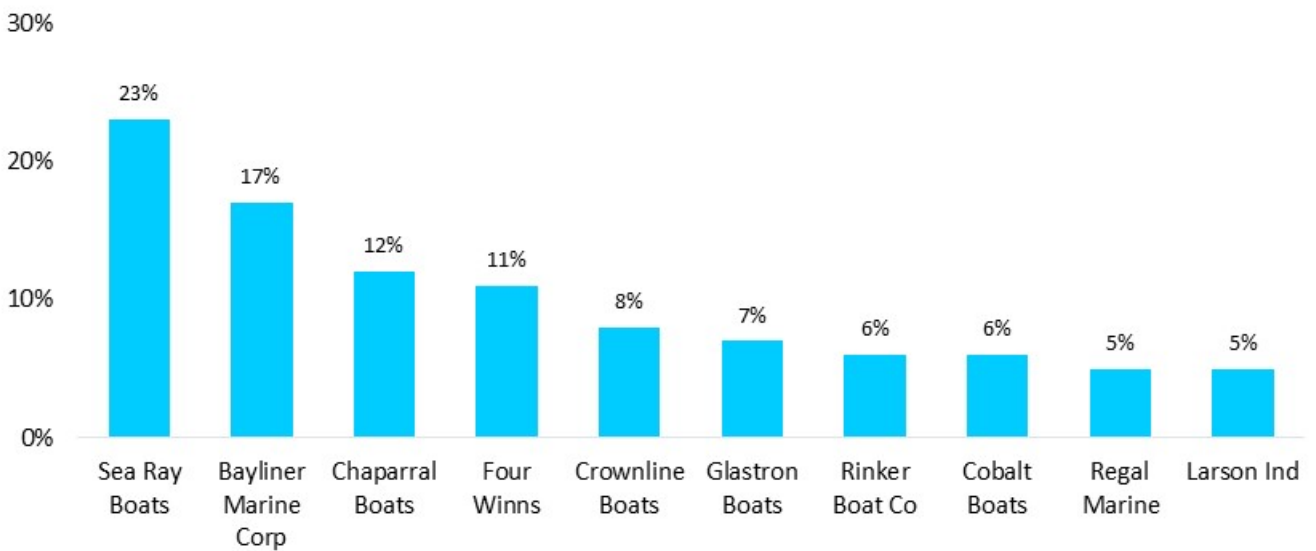
Power Boat Brands

NADAguides.com Top Researched Brands in 2018 Q1-Q2

Outboard Brands



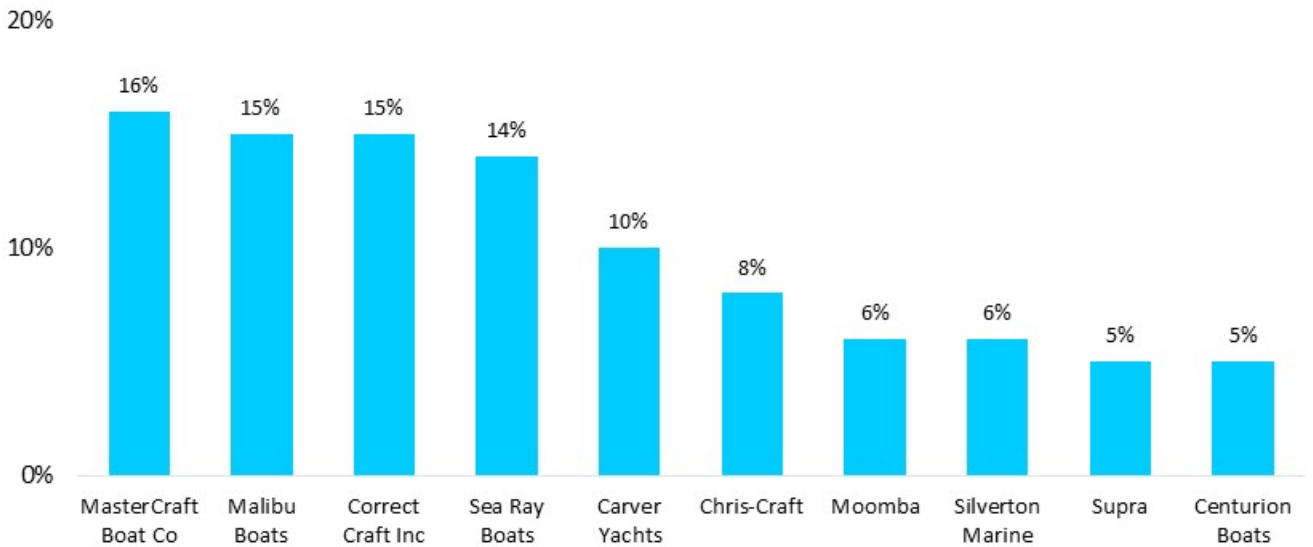
Stern Drive Brands



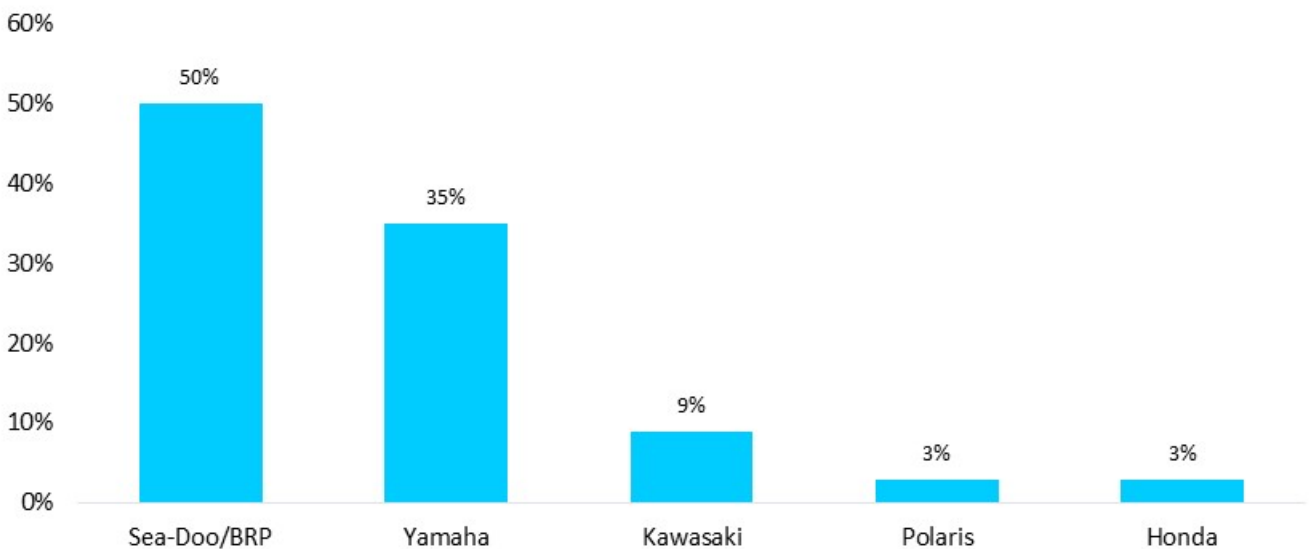
Power Boat Brands

NADAguides.com Top Researched Brands in 2018 Q1-Q2

Inboard Brands



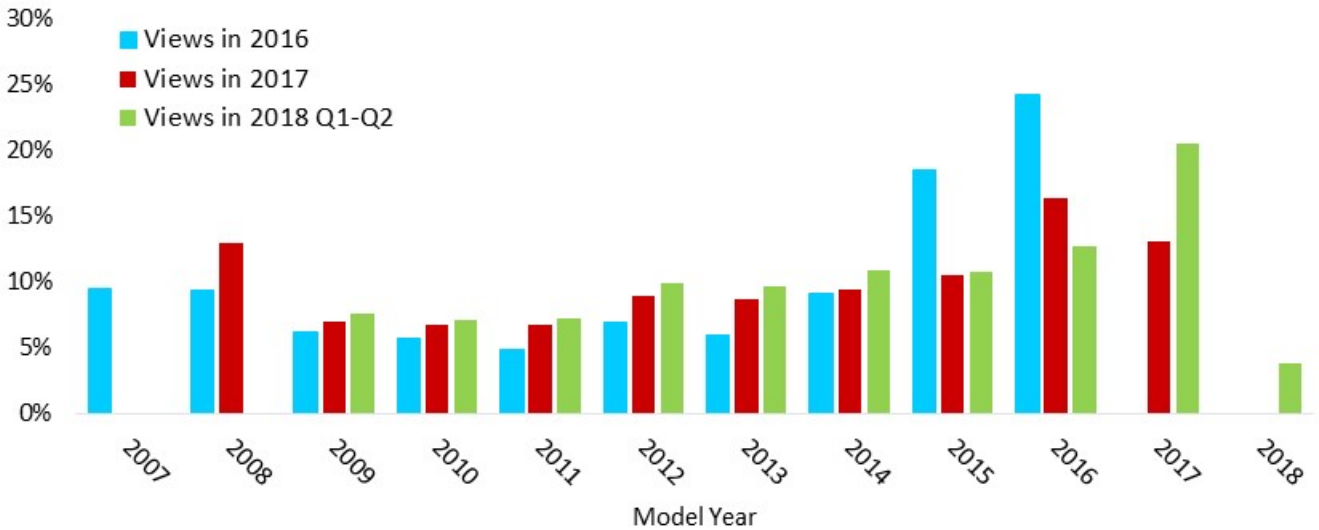
Personal Watercraft Brands



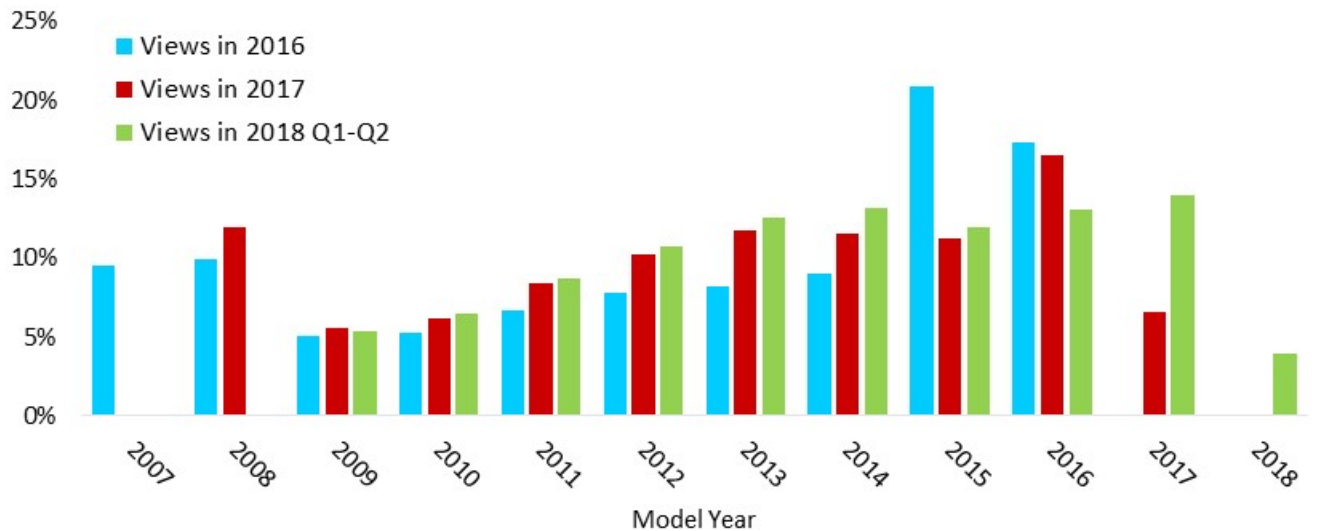
Model Years

NADAguides.com Top Researched Model Years by Category

Outboard Boats



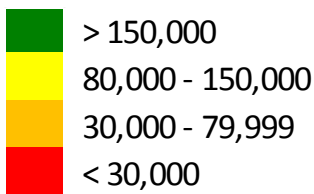
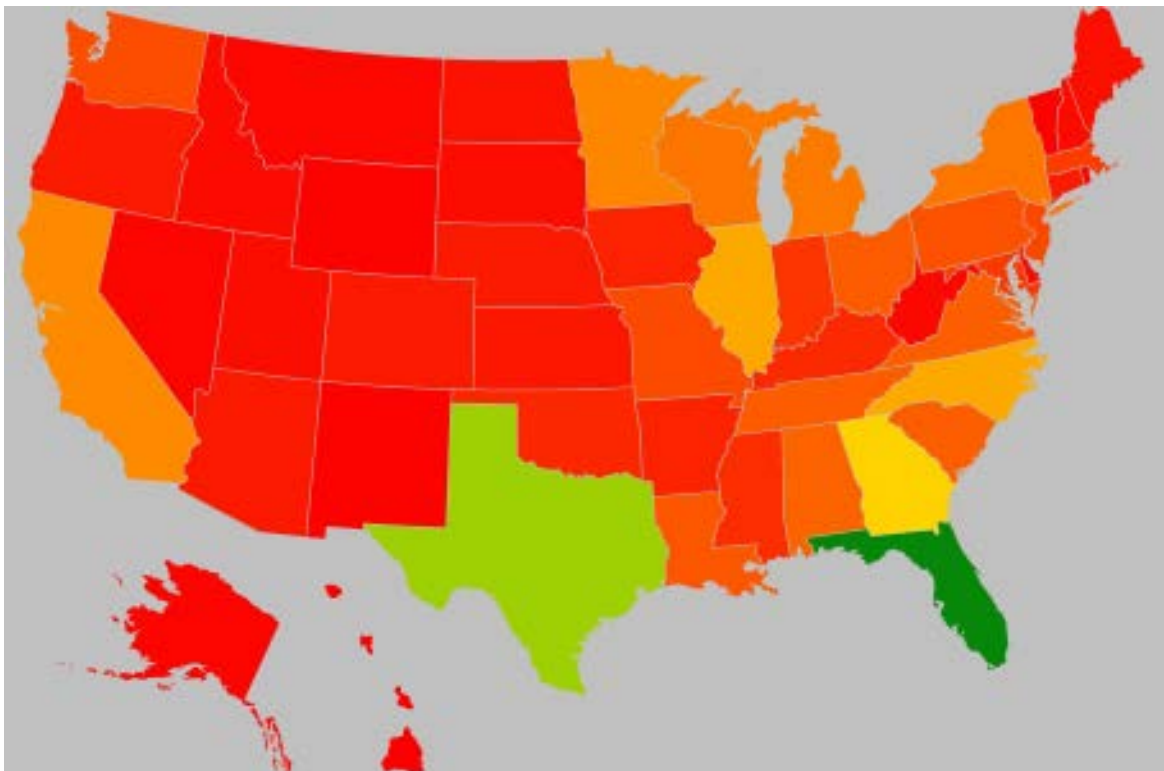
Pontoon Boats



Web Traffic by State

NADAguides.com Traffic by State in 2018 Q1-Q2

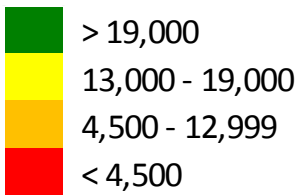
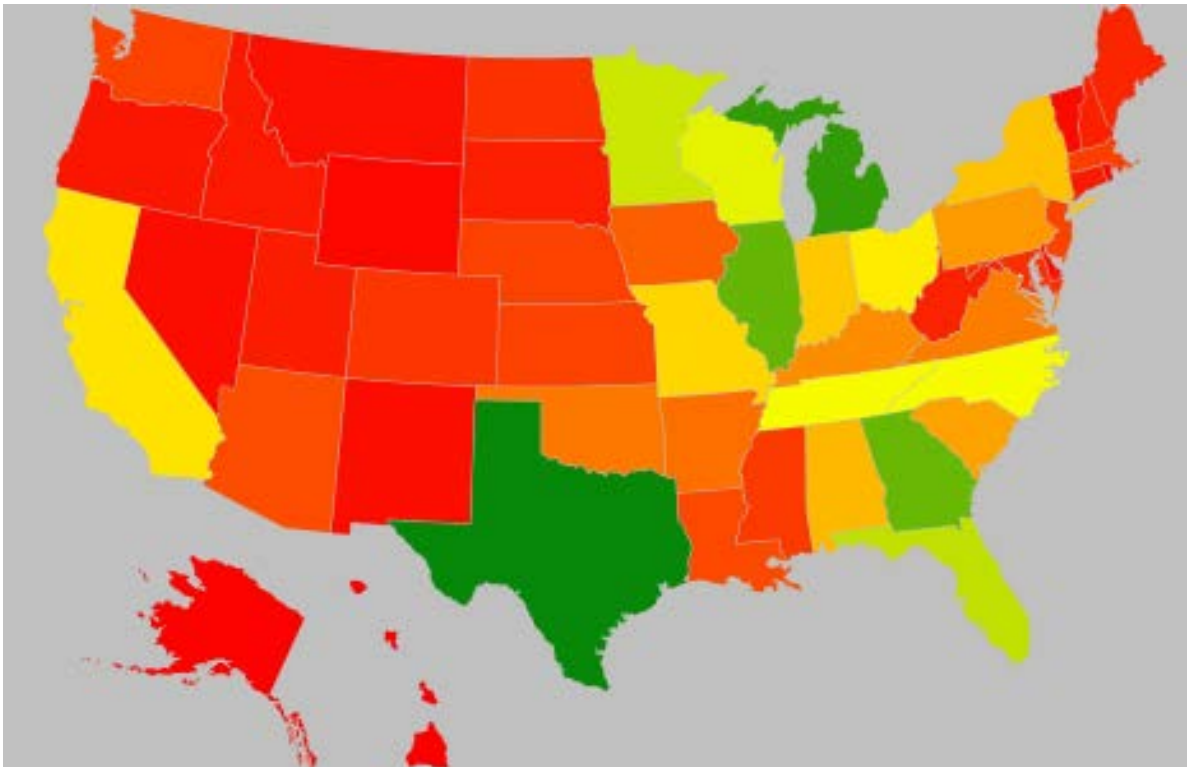
Outboard



Web Traffic by State

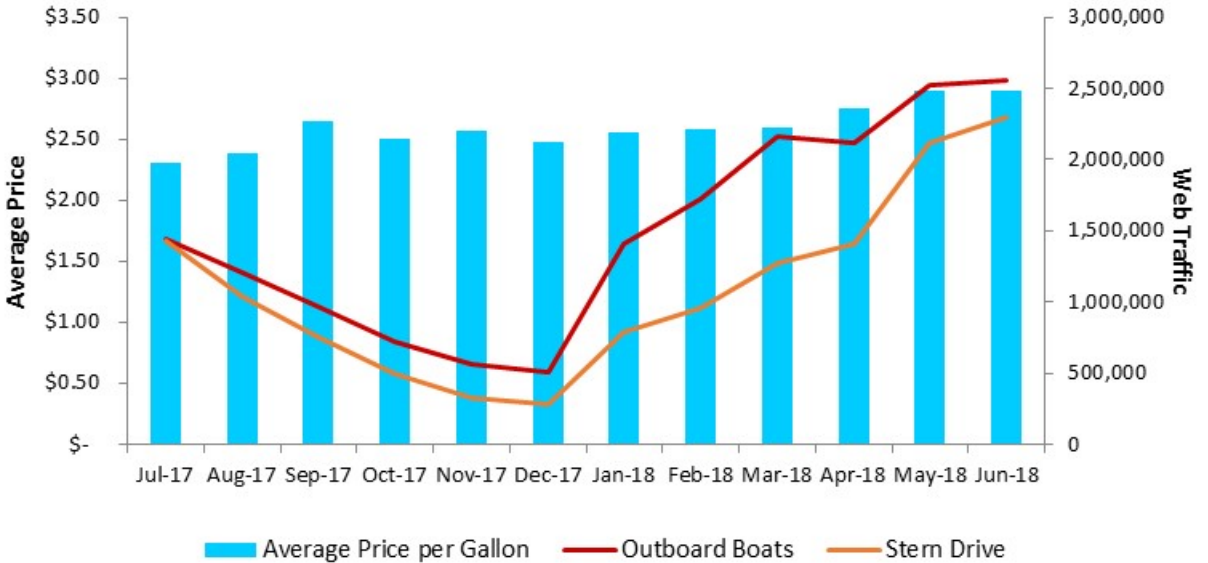
NADAguides.com Traffic by State in 2018 Q1-Q2

Pontoon

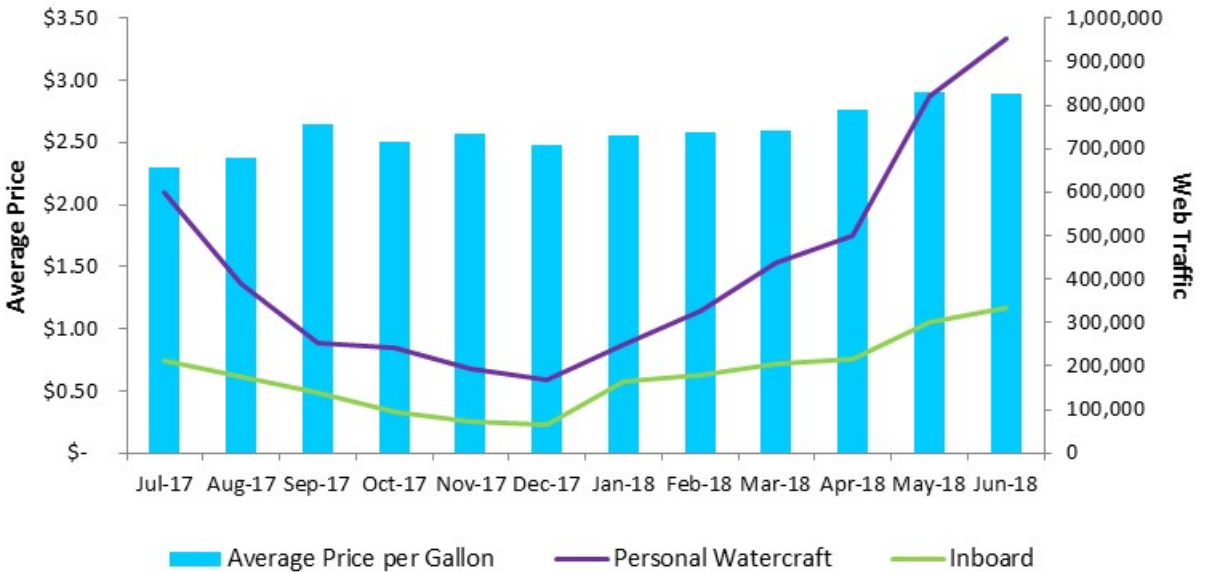


Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



Source: U.S. Energy Information Administration

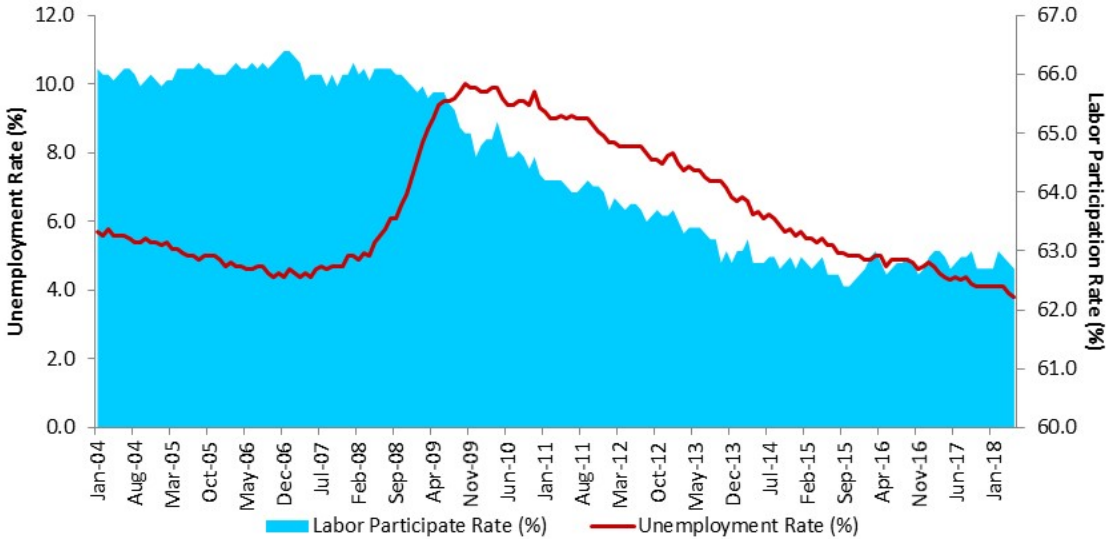


Source: U.S. Energy Information Administration



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



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