

# 3<sup>rd</sup> Quarter 2018

## NADAguides

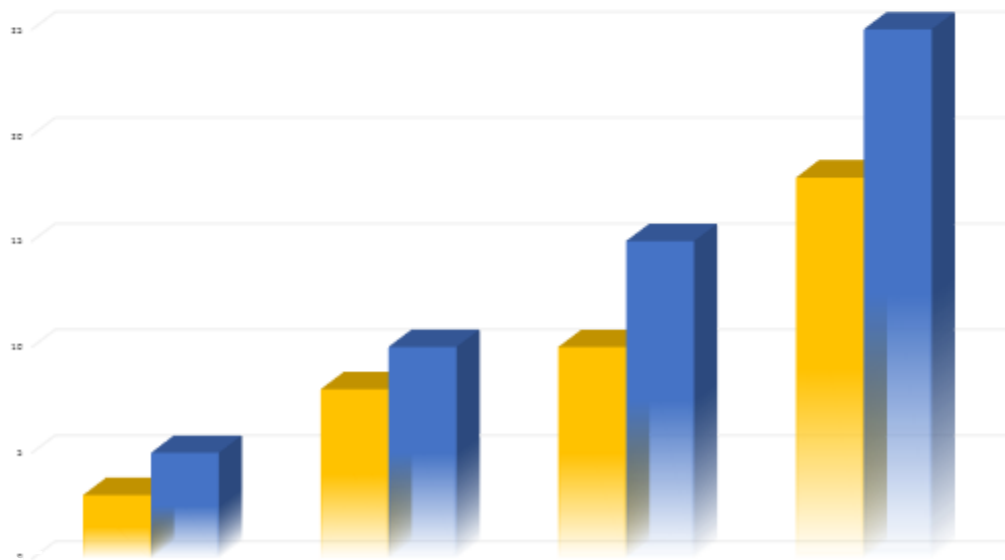
# MARINE

## 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



J.D. POWER



# Industry Overview

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## Marine Market Update

Pricing in most segments has begun a mild seasonal decline, but continues to perform solidly compared to previous years. Compared to the September-October period of 2017, outboards were up 7%, stern drives were up 13%, and inboards were up 4%. Personal watercraft had a strong summer, edging ahead of 2017 by about 1% currently.

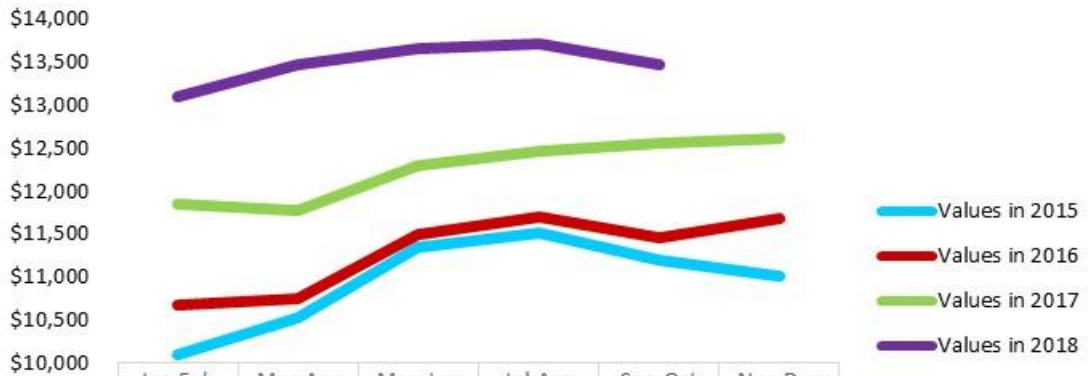
The outlook for consumer-focused economic conditions remains positive, and sellers in warm regions should continue to enjoy healthy conditions through the end of the year.



# Power Boat Values

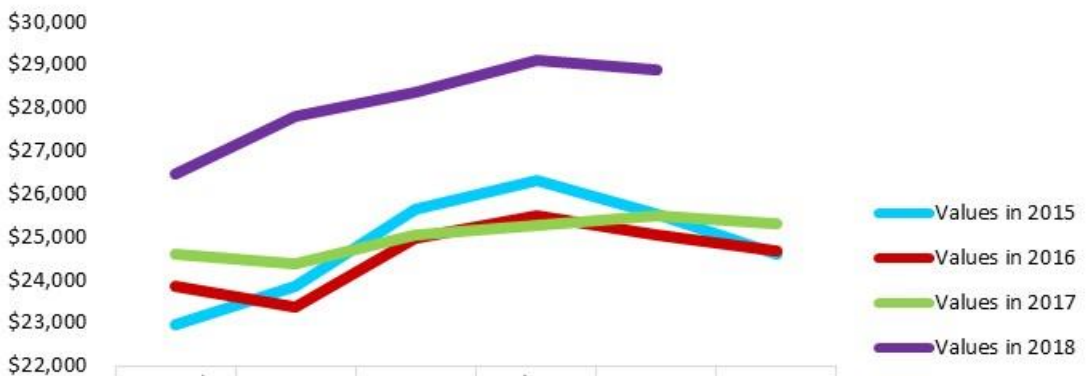
## Average Retail Value by Category

### 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	\$13,662	\$13,709	\$13,469	

### Stern Drive



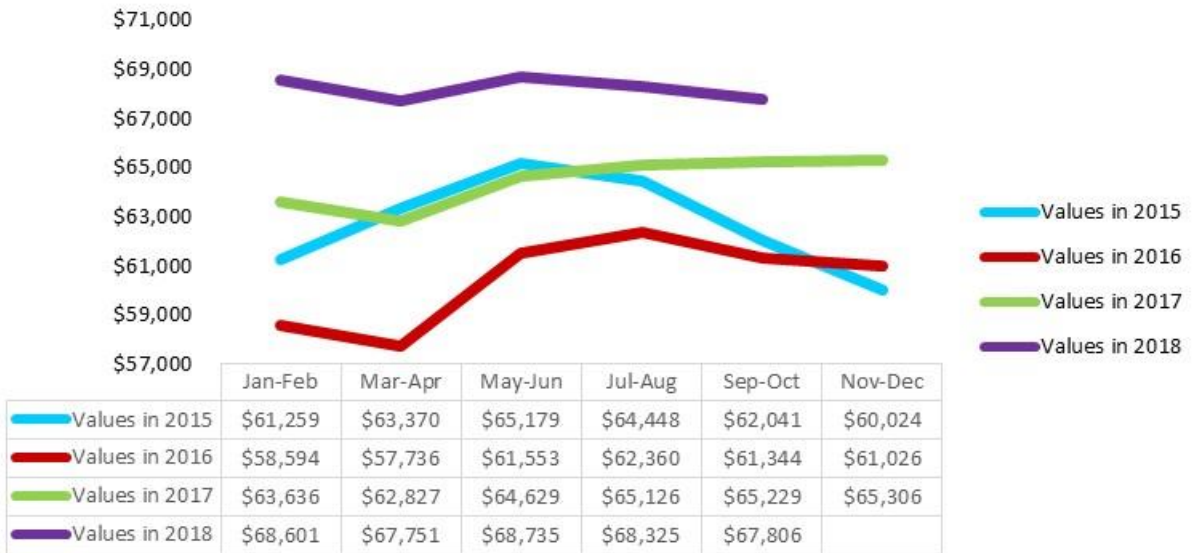
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2015	\$22,964	\$23,842	\$25,651	\$26,301	\$25,520	\$24,613
Values in 2016	\$23,843	\$23,356	\$24,978	\$25,475	\$25,054	\$24,672
Values in 2017	\$24,612	\$24,371	\$25,026	\$25,254	\$25,485	\$25,317
Values in 2018	\$26,469	\$27,811	\$28,380	\$29,113	\$28,888	



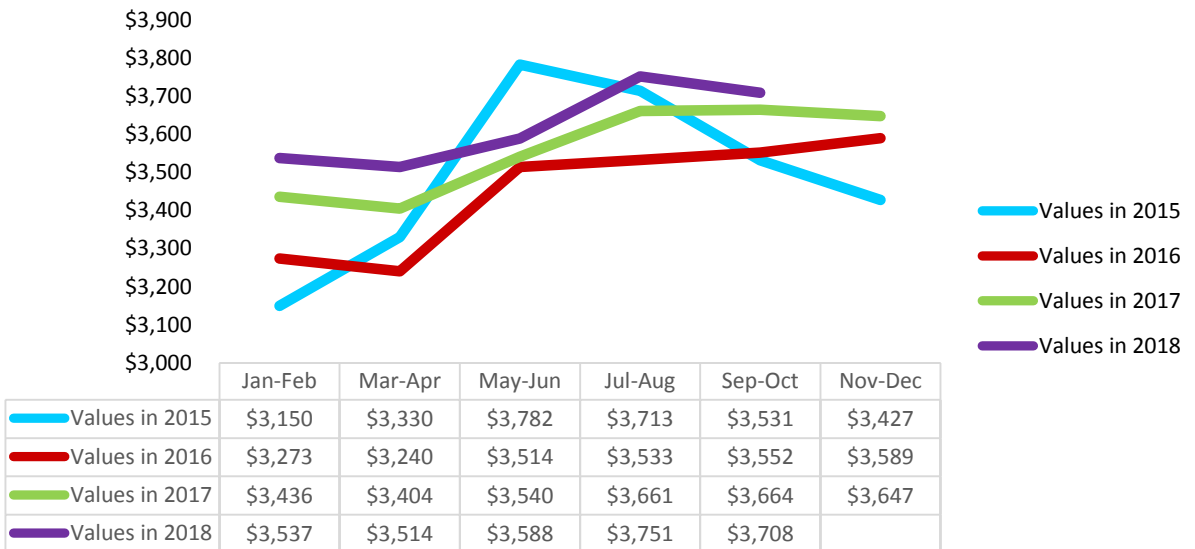
# Power Boat Values

## Average Retail Value by Category

### Inboard



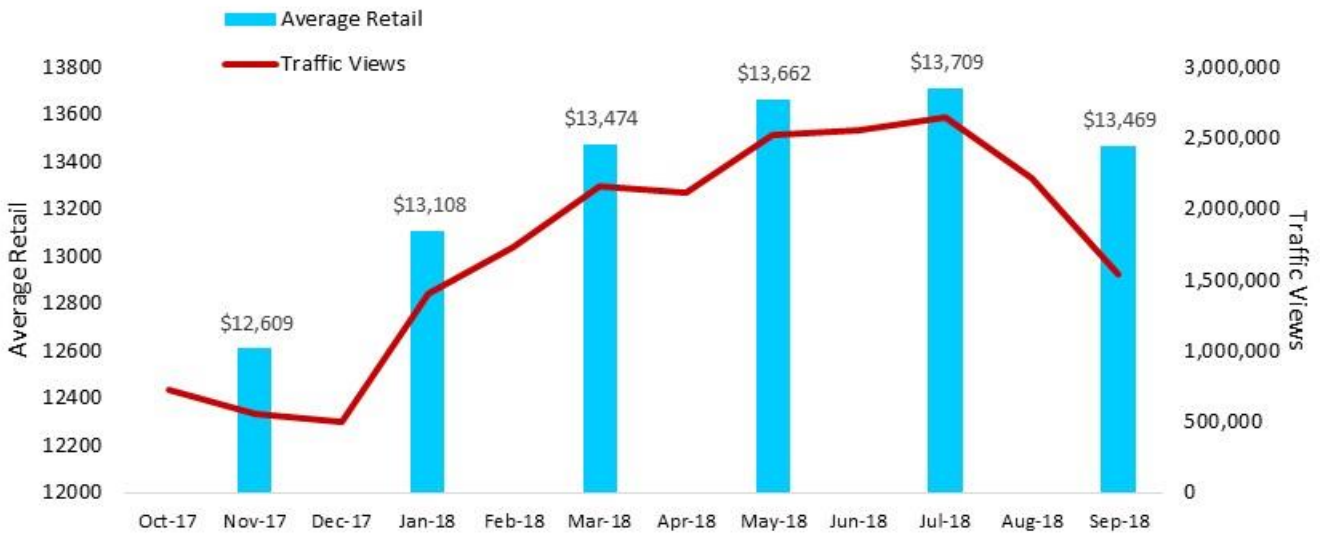
### Personal Watercraft



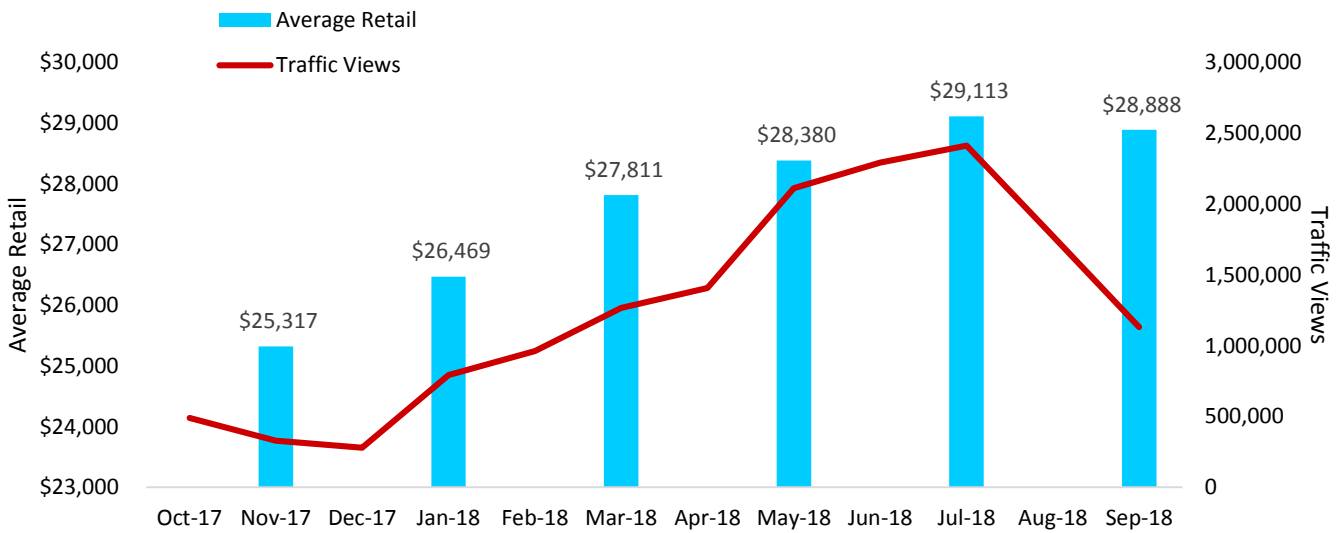
# Power Boat Values vs. Traffic

## Average Retail Value and Traffic Views by Category

### Outboard



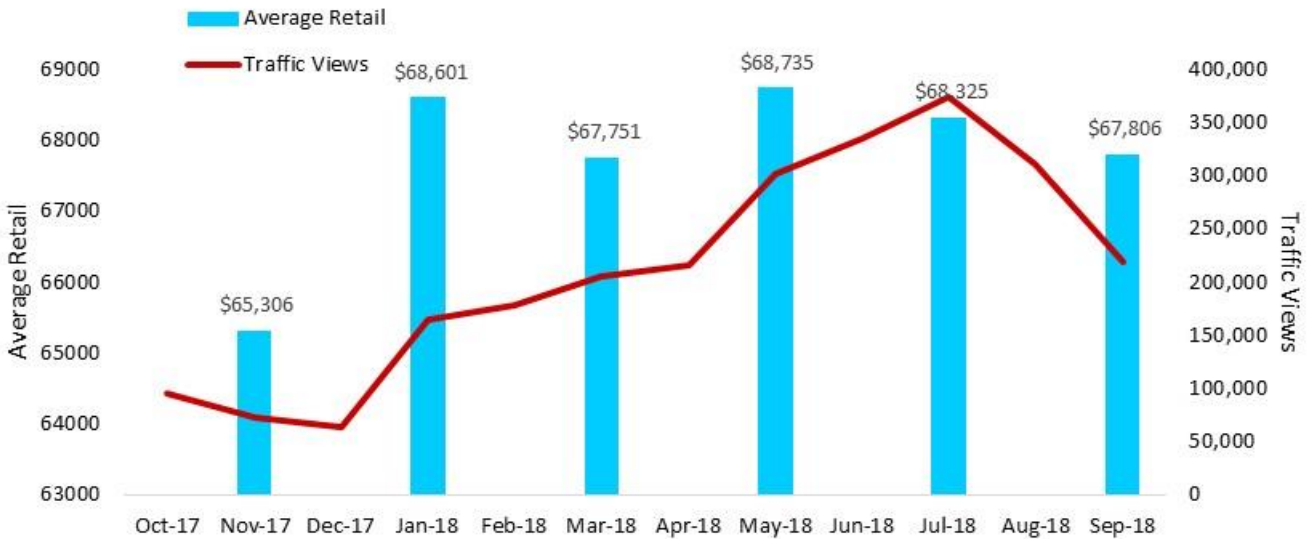
### Stern Drive



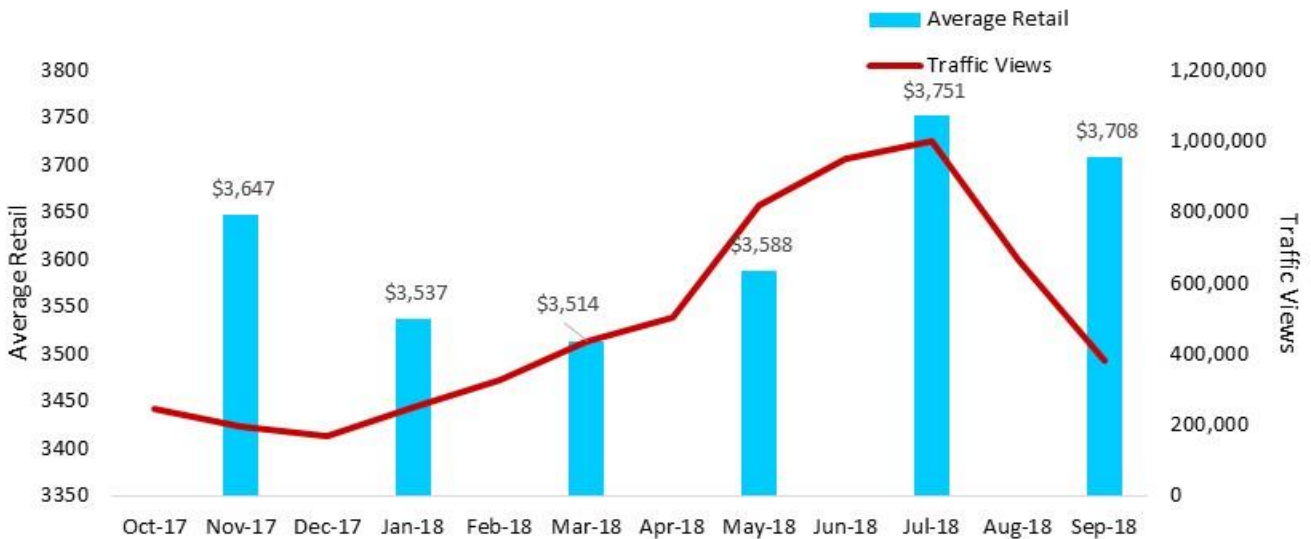
# Power Boat Values vs. Traffic

## Average Retail Value and Traffic Views by Category

### Inboard

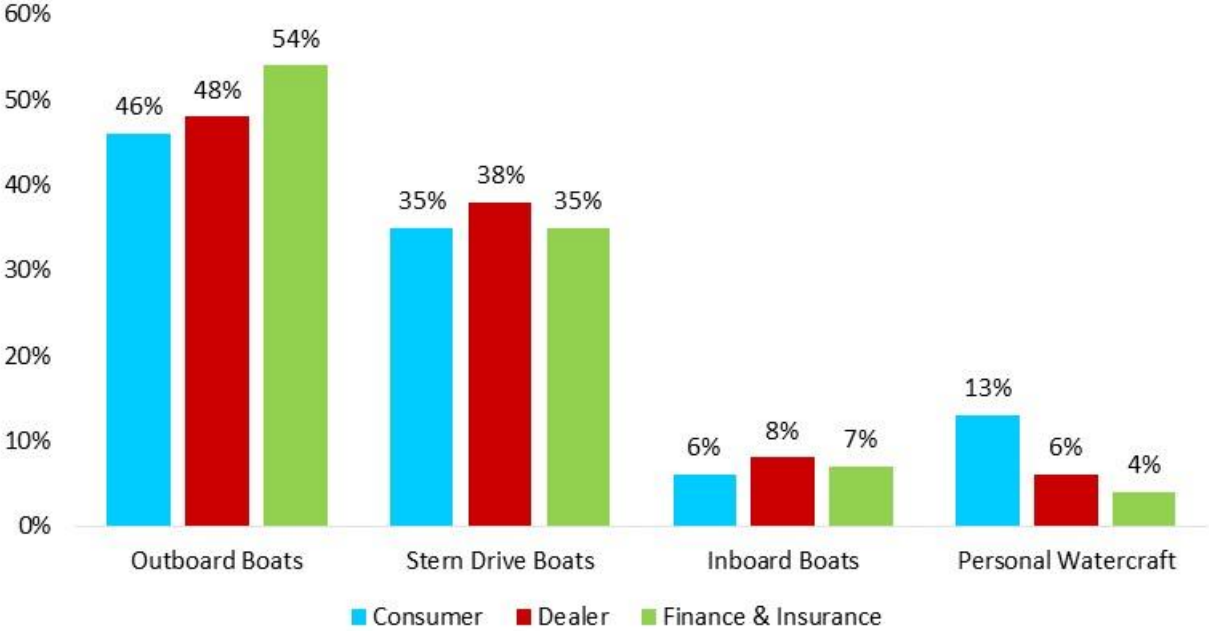


### Personal Watercraft



# Marine Categories

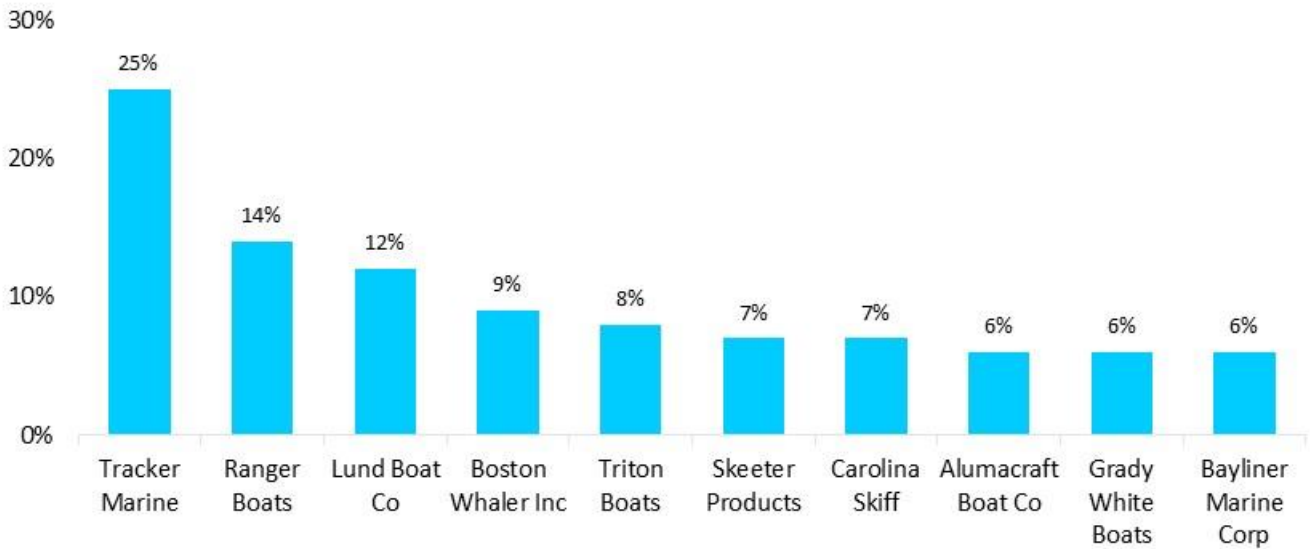
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2018 Q1-Q3



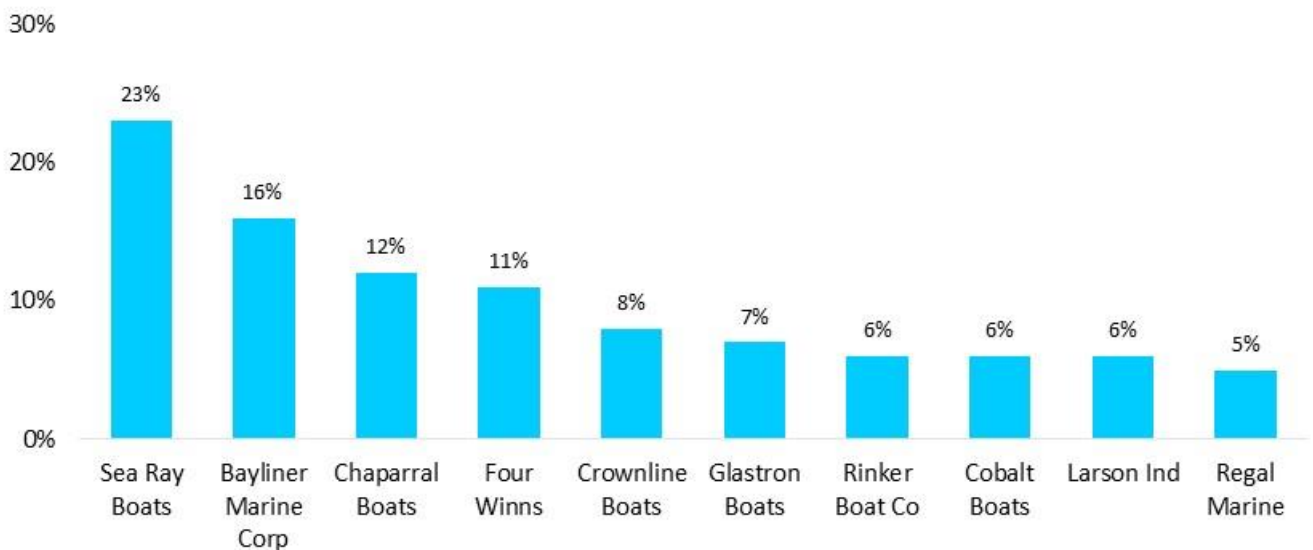
# Power Boat Brands

NADAguides.com Top Researched Brands in 2018 Q1-Q3

## Outboard Brands



## Stern Drive Brands

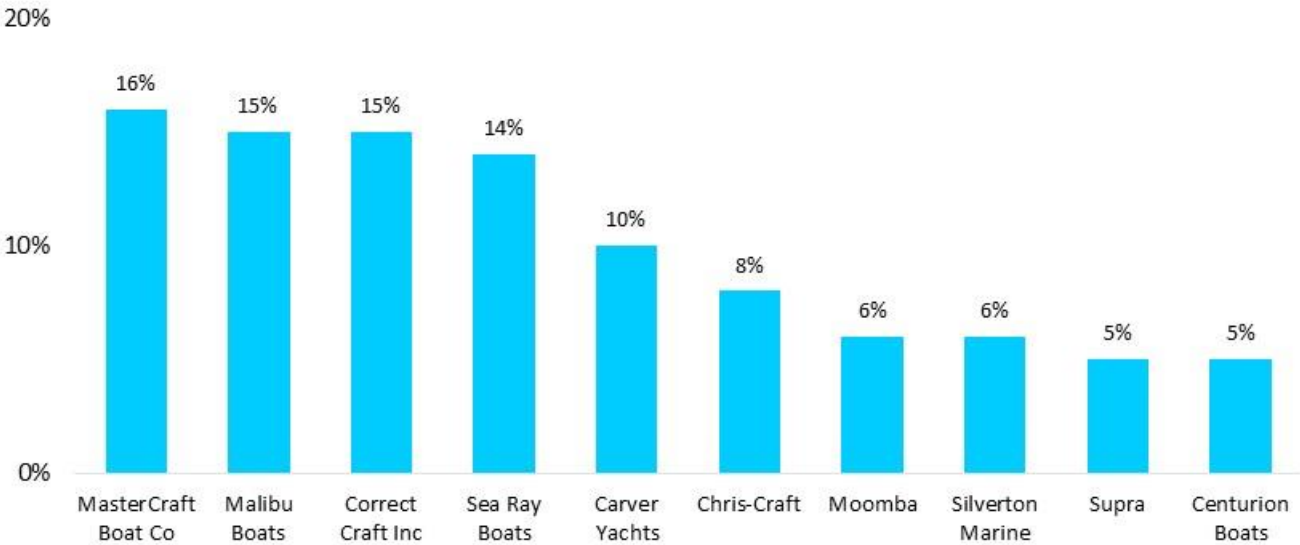




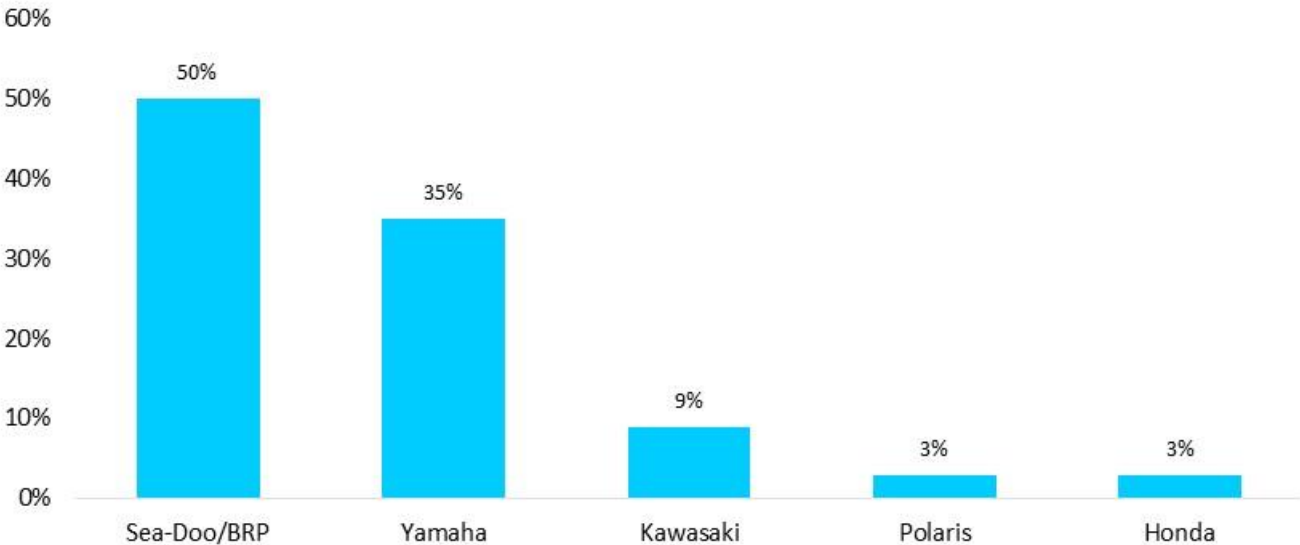
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NADAguides.com Top Researched Brands in 2018 Q1-Q3

## Inboard Brands



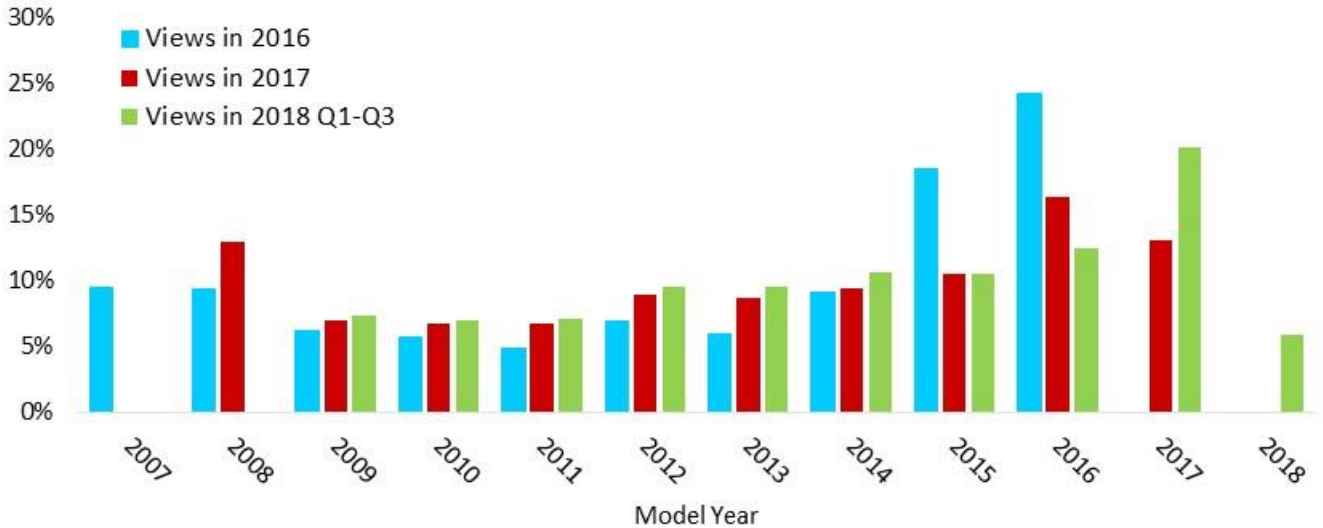
## Personal Watercraft Brands



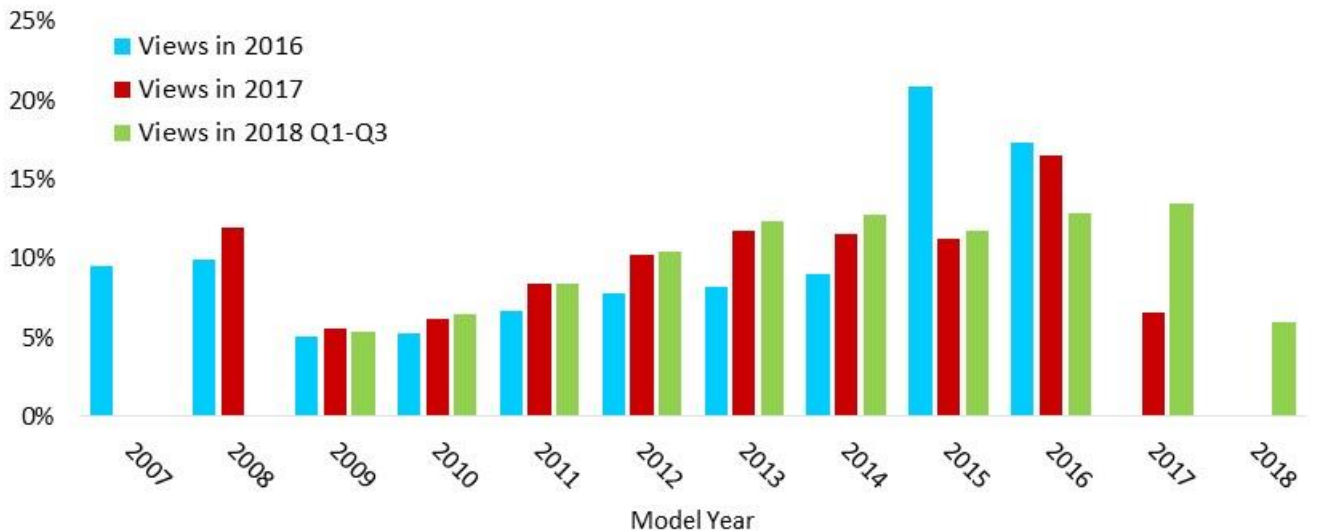
# Model Years

## NADAguides.com Top Researched Model Years by Category

### Outboard Boats



### Pontoon Boats

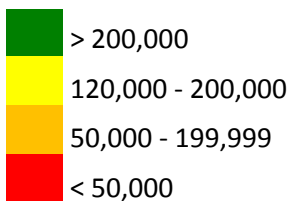
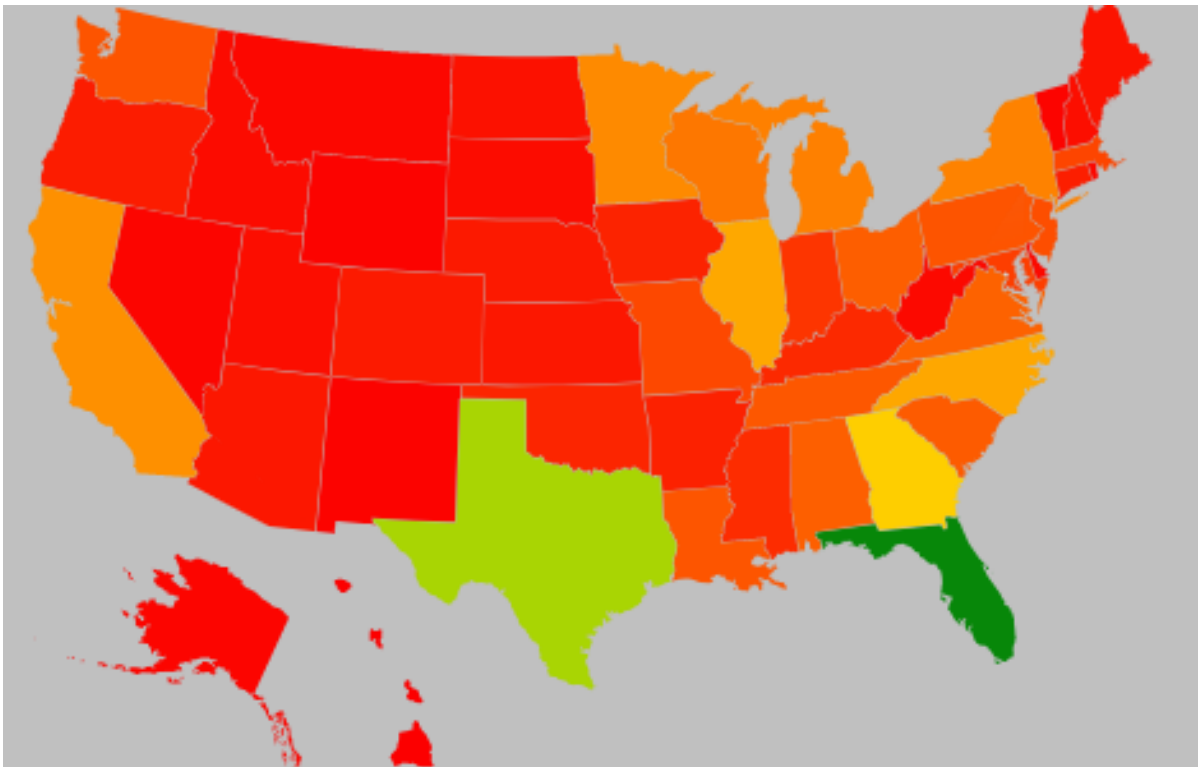


# Web Traffic by State

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NADAguides.com Traffic by State in 2018 Q1-Q3

Outboard

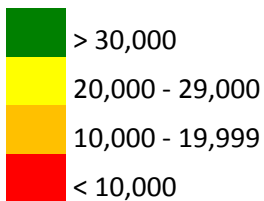
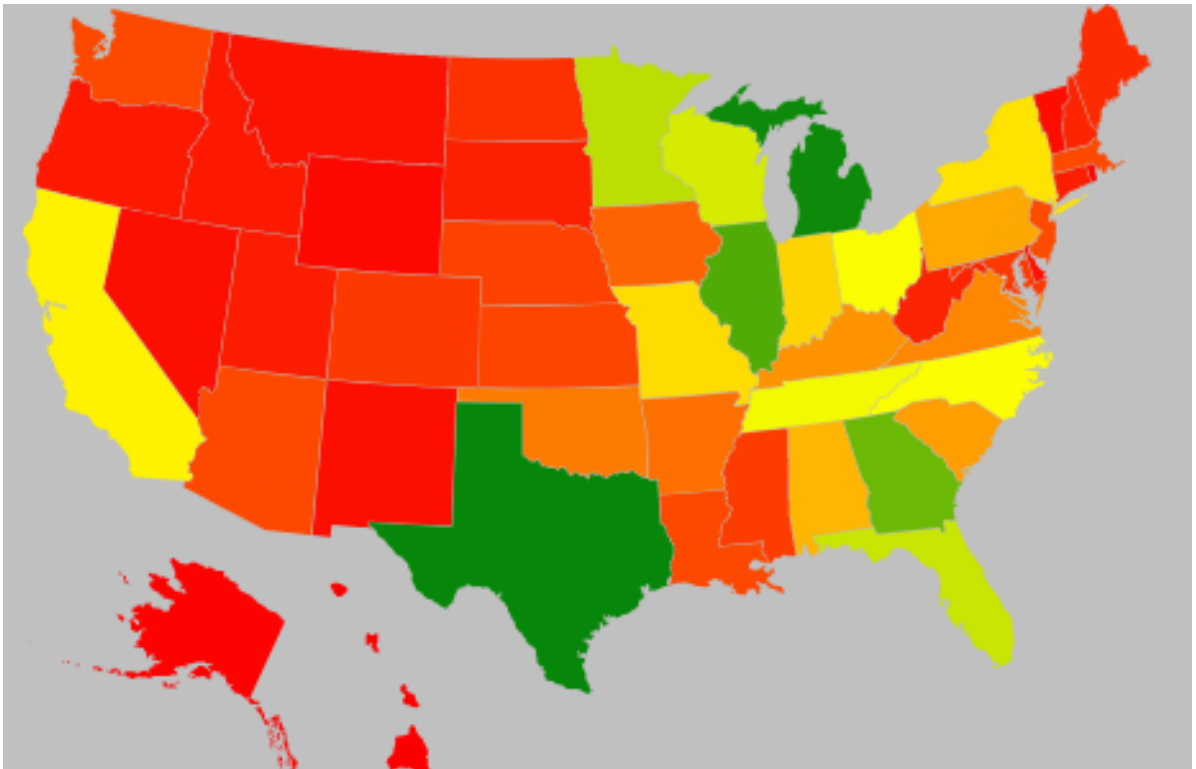


# Web Traffic by State

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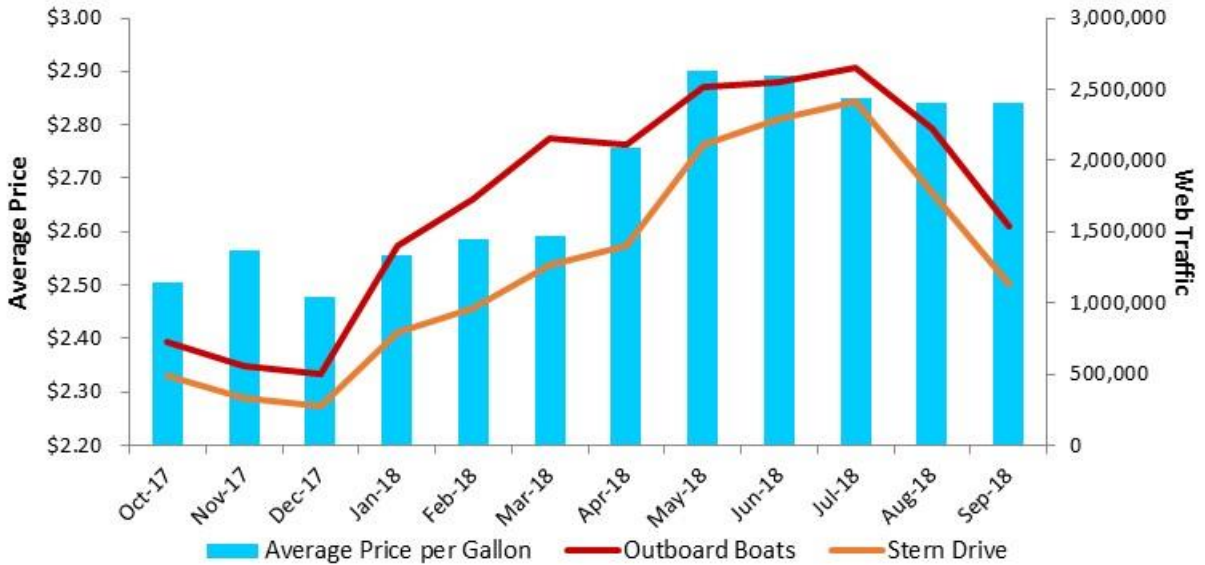
NADAguides.com Traffic by State in 2018 Q1-Q3

Pontoon

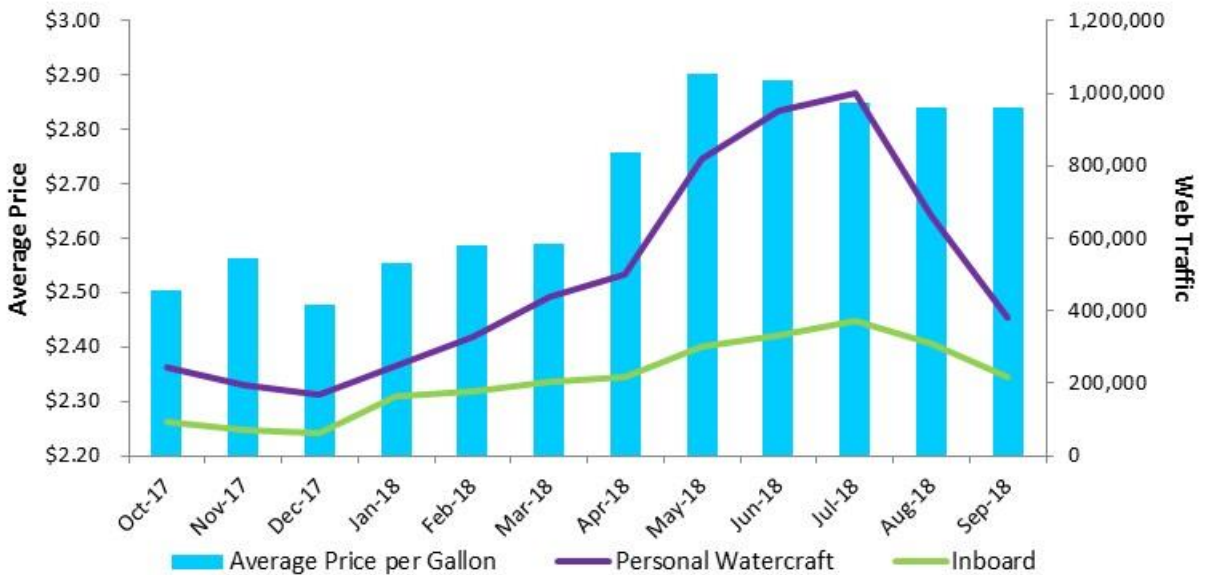


# Fuel Price Data

## Regular Grade Gasoline Prices vs. Consumer Traffic by Category



Source: U.S. Energy Information Administration

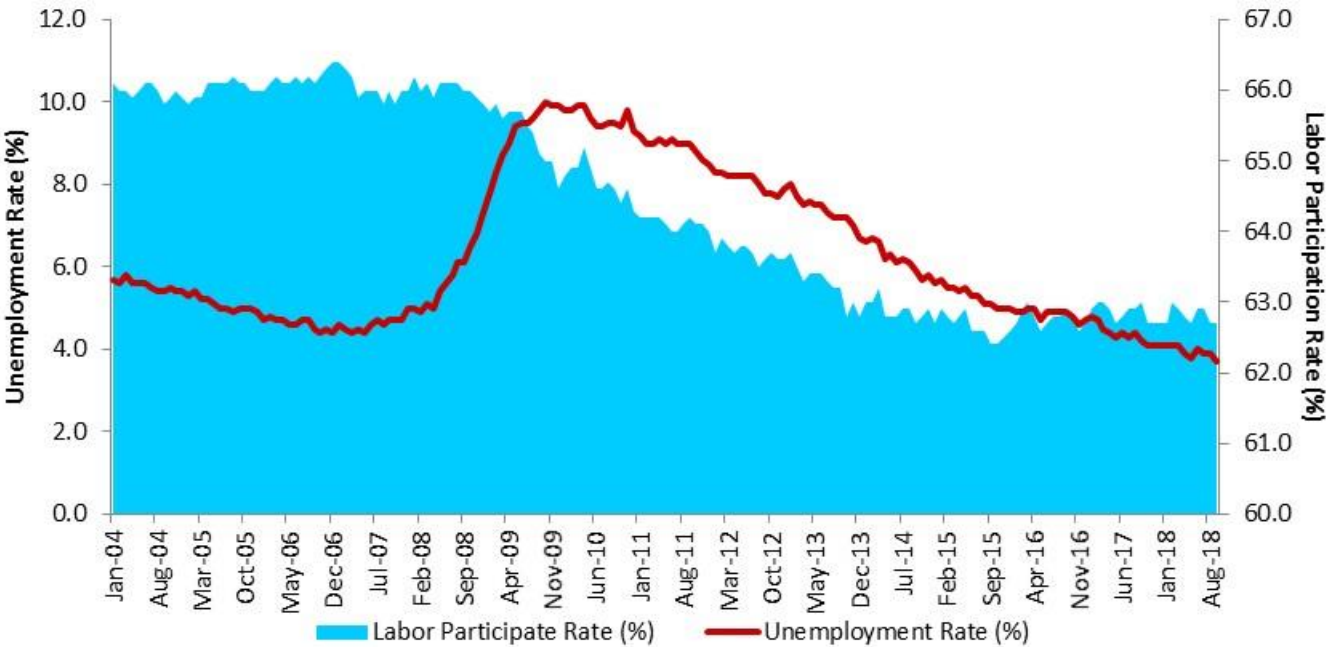


Source: U.S. Energy Information Administration



# Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



# NADAguides

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