

2nd Quarter 2019

NADAguides

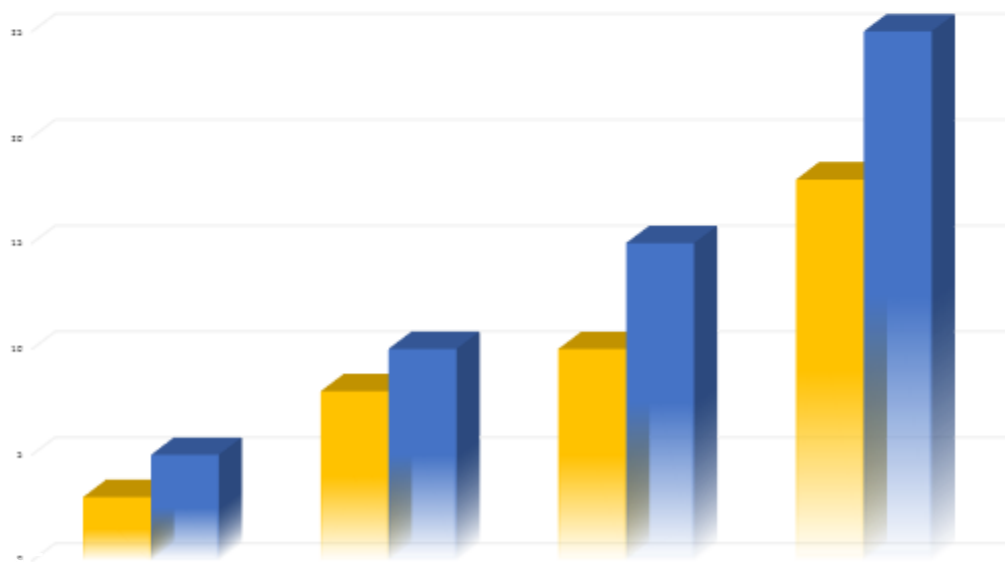
MARINE

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

Outboards, inboards, stern drives, and personal watercraft are all bringing strong money compared to recent years, so anyone selling these vessels should be making hay while the sun shines. Please note that we are only including the most recent 10 model years in our graphs now, so this edition's figures will look different than previous results.

In the first half of 2019, Outboards are bringing 6.2% more money than last year, inboards are bringing 3.9% more, stern drives are bringing 13.6% more, and personal watercraft are bringing 4.3% more.

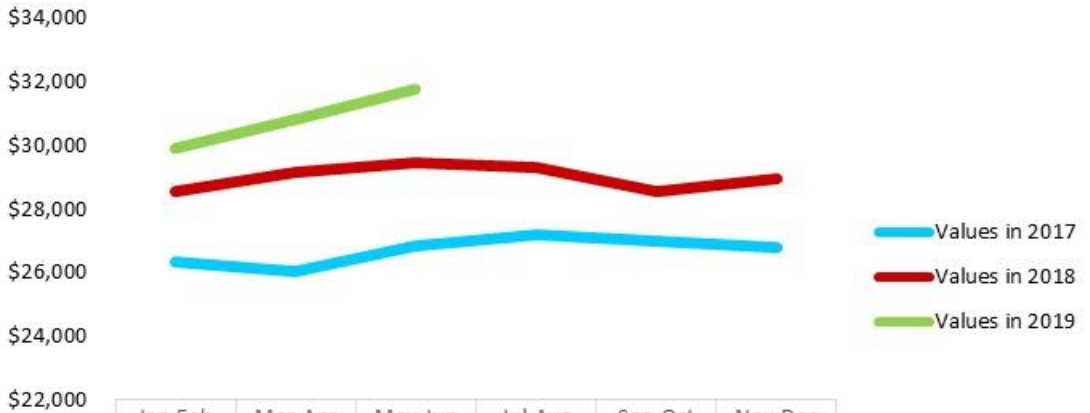
Employment and consumer spending figures remain extremely strong, so the marine market should have legs through the rest of the selling season.



Power Boat Values

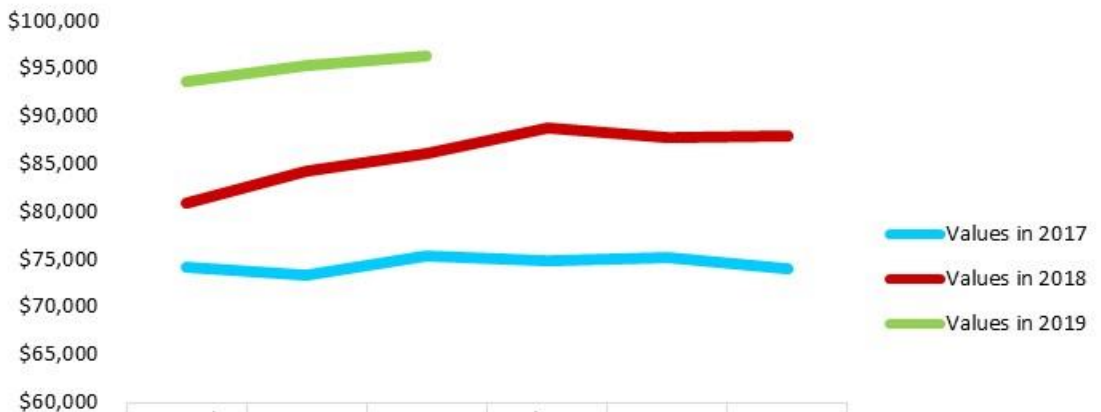
Average Retail Value by Category - Values for the Last 10 Model Years

Outboard Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2017	\$26,325	\$26,027	\$26,835	\$27,190	\$26,996	\$26,787
Values in 2018	\$28,547	\$29,136	\$29,463	\$29,298	\$28,576	\$28,948
Values in 2019	\$29,938	\$30,821	\$31,765			

Stern Drive Boats



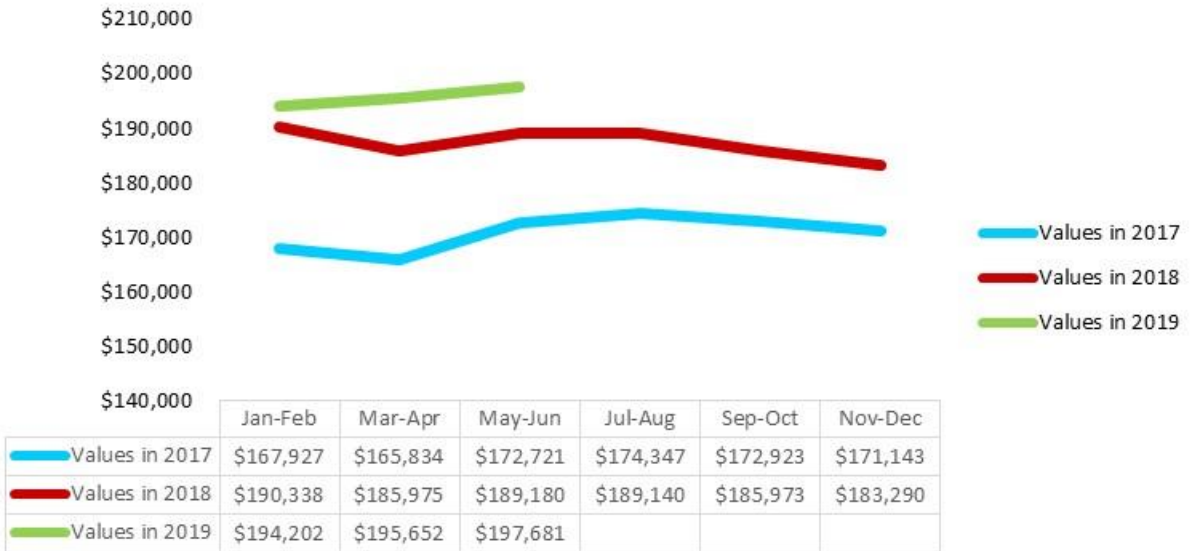
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2017	\$74,266	\$73,292	\$75,384	\$74,833	\$75,195	\$74,033
Values in 2018	\$80,842	\$84,235	\$86,050	\$88,837	\$87,796	\$87,942
Values in 2019	\$93,668	\$95,254	\$96,242			



Marine Values

Average Retail Value by Category - Values for the Last 10 Model Years

Inboard Boats



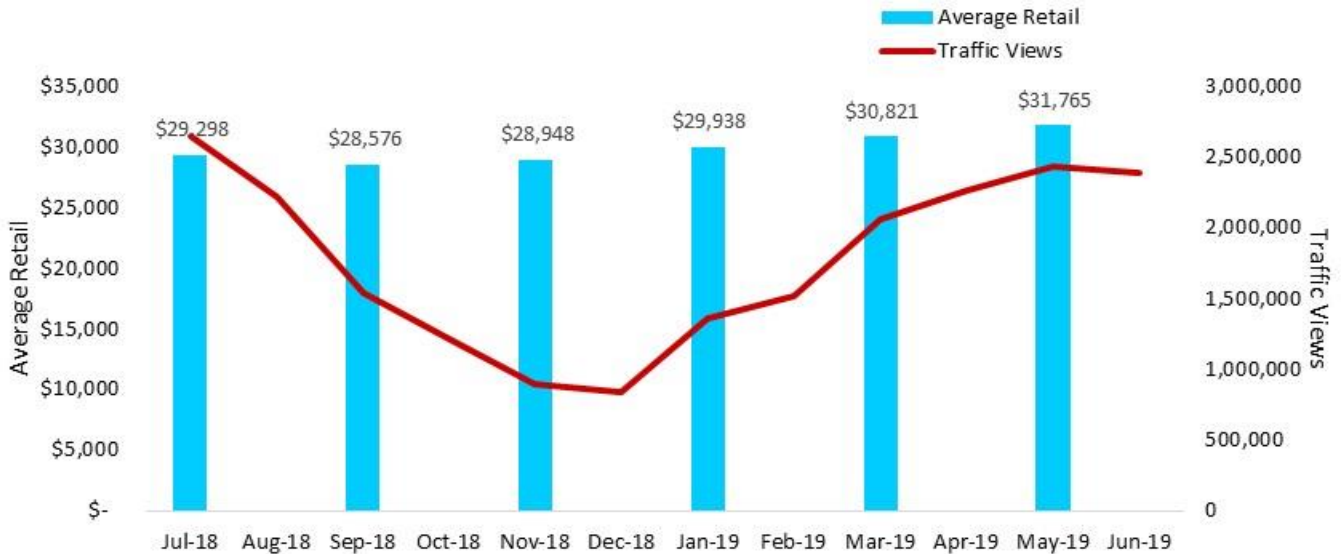
Personal Watercraft



Power Boat Values vs. Traffic

Average Retail Value and Traffic Views by Category

Outboard Boats



Stern Drive Boats



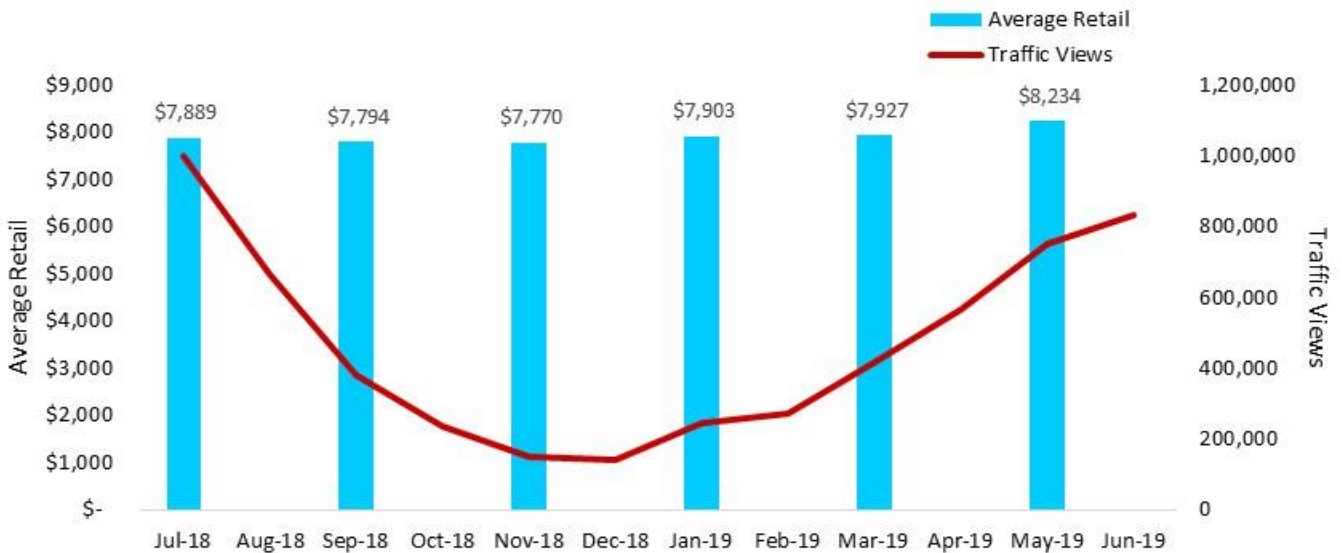
Marine Values vs. Traffic

Average Retail Value and Traffic Views by Category

Inboard Boats

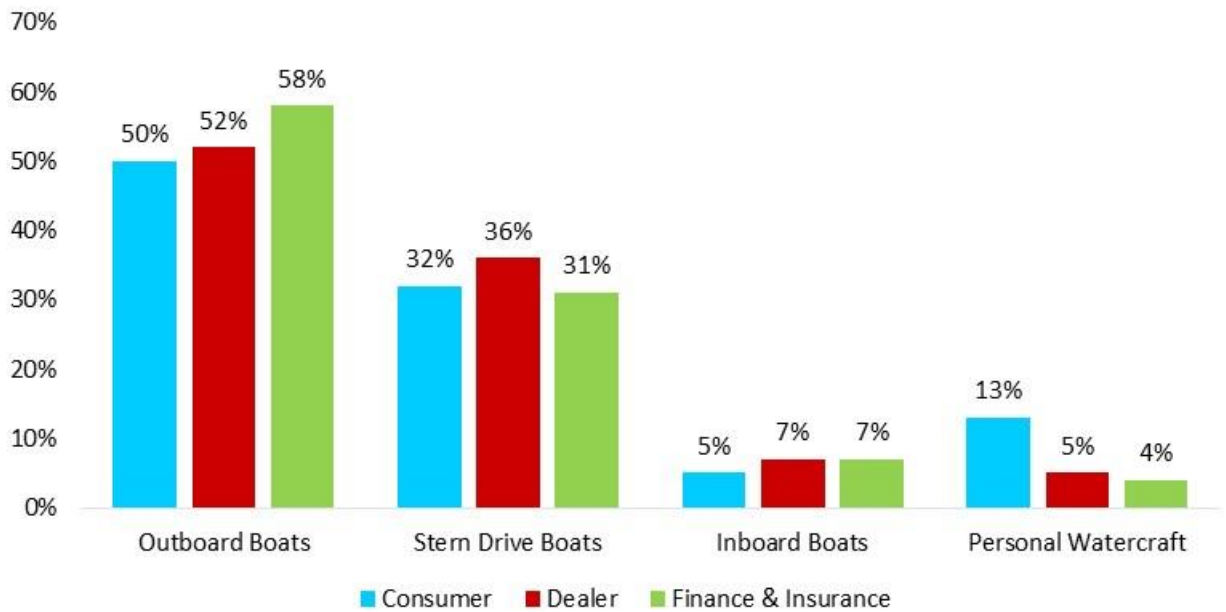


Personal Watercraft



Marine Categories

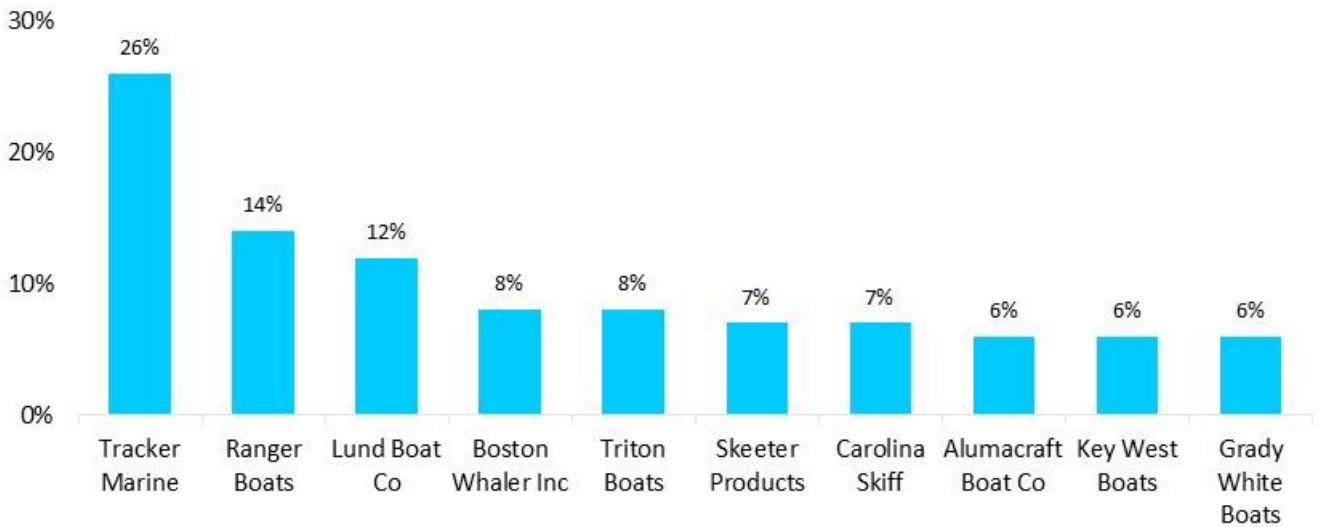
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2019 Q1-Q2



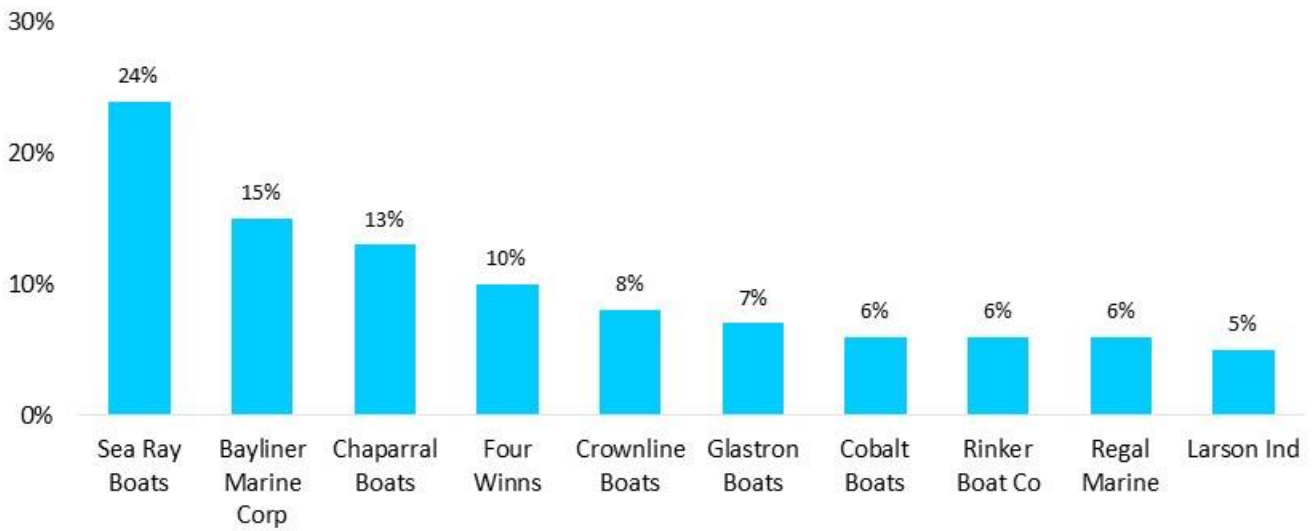
Power Boat Brands

NADAguides.com Top Researched Brands in 2019 Q1-Q2

Outboard Brands



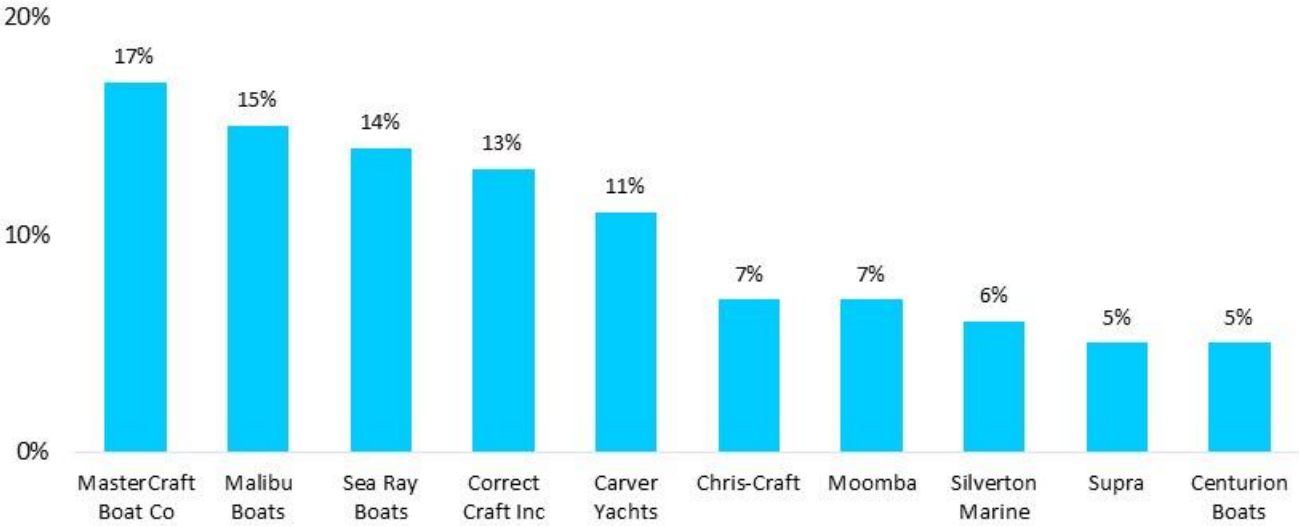
Stern Drive Brands



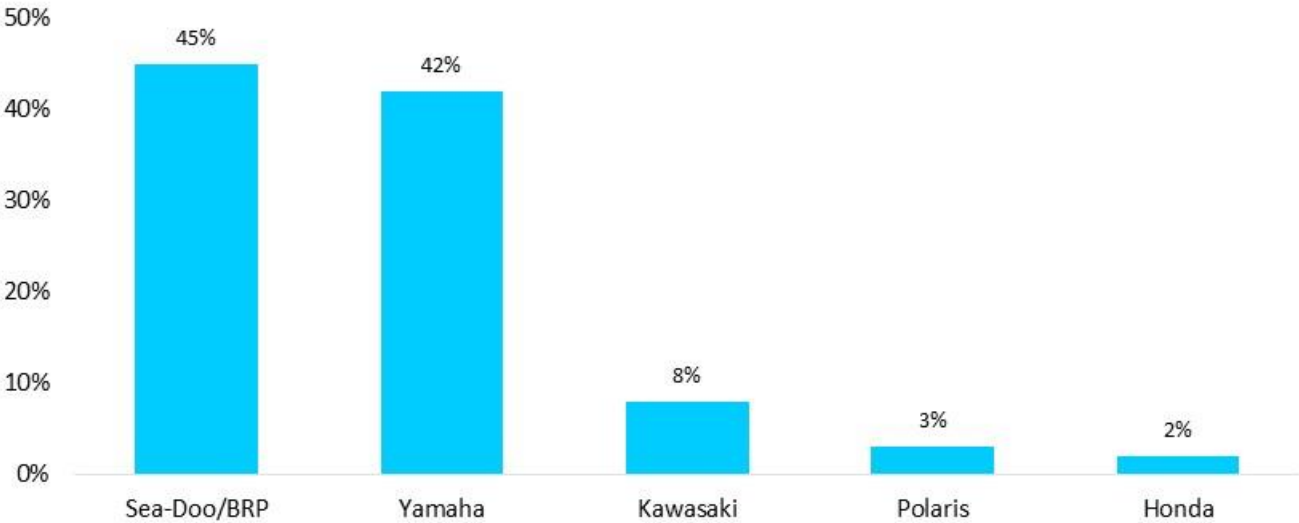
Marine Brands

NADAguides.com Top Researched Brands in 2019 Q1-Q2

Inboard Brands



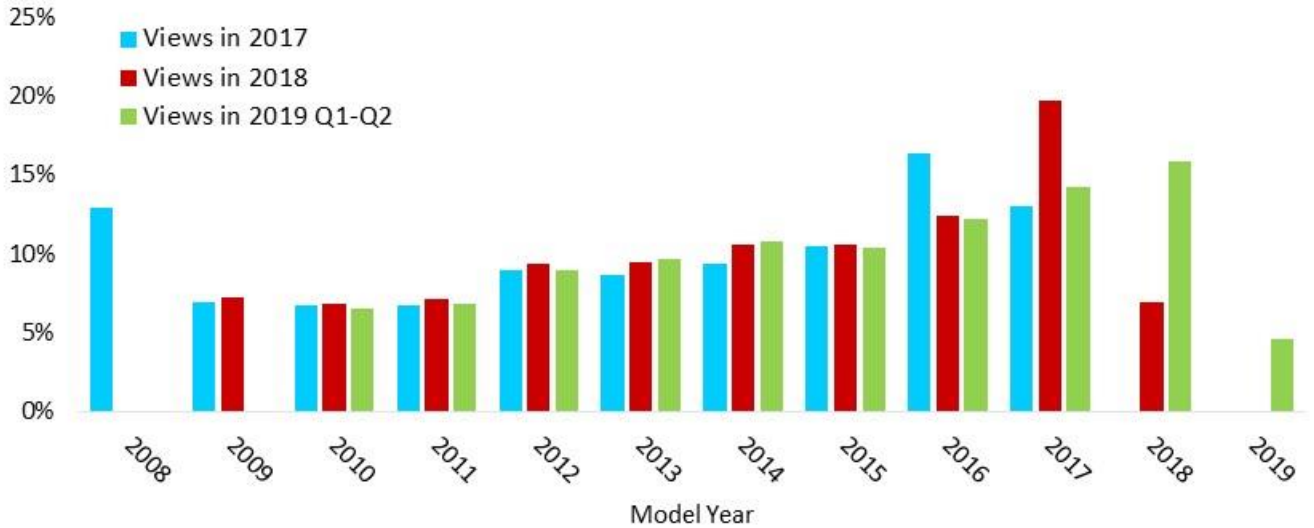
Personal Watercraft Brands



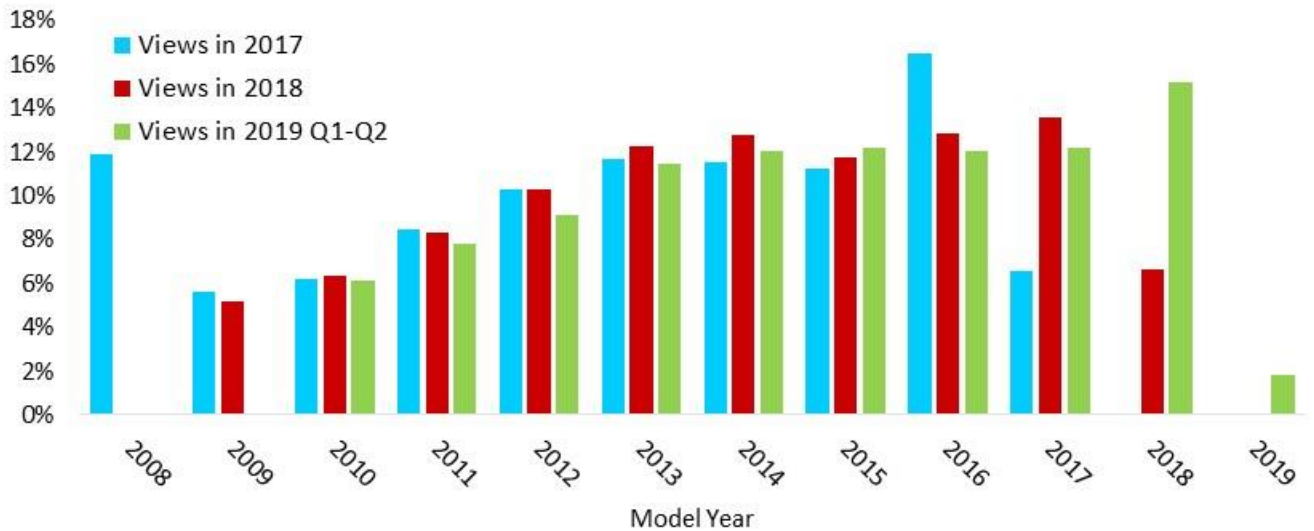
Model Years

NADAguides.com Top Researched Model Years by Category

Outboard Boats



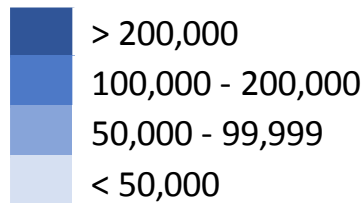
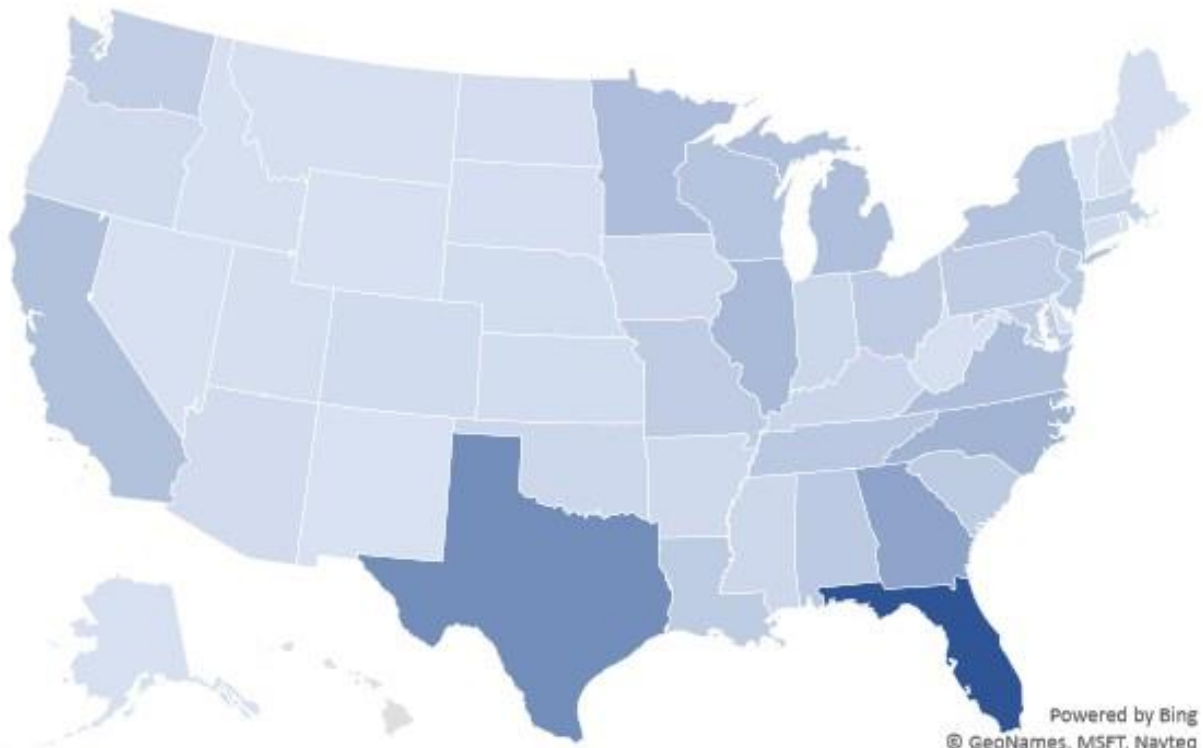
Pontoon Boats



Web Traffic by State

NADAguides.com Traffic by State in 2019 Q1-Q2

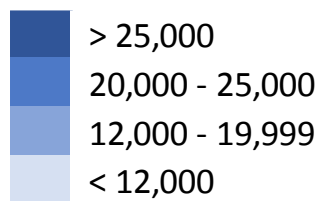
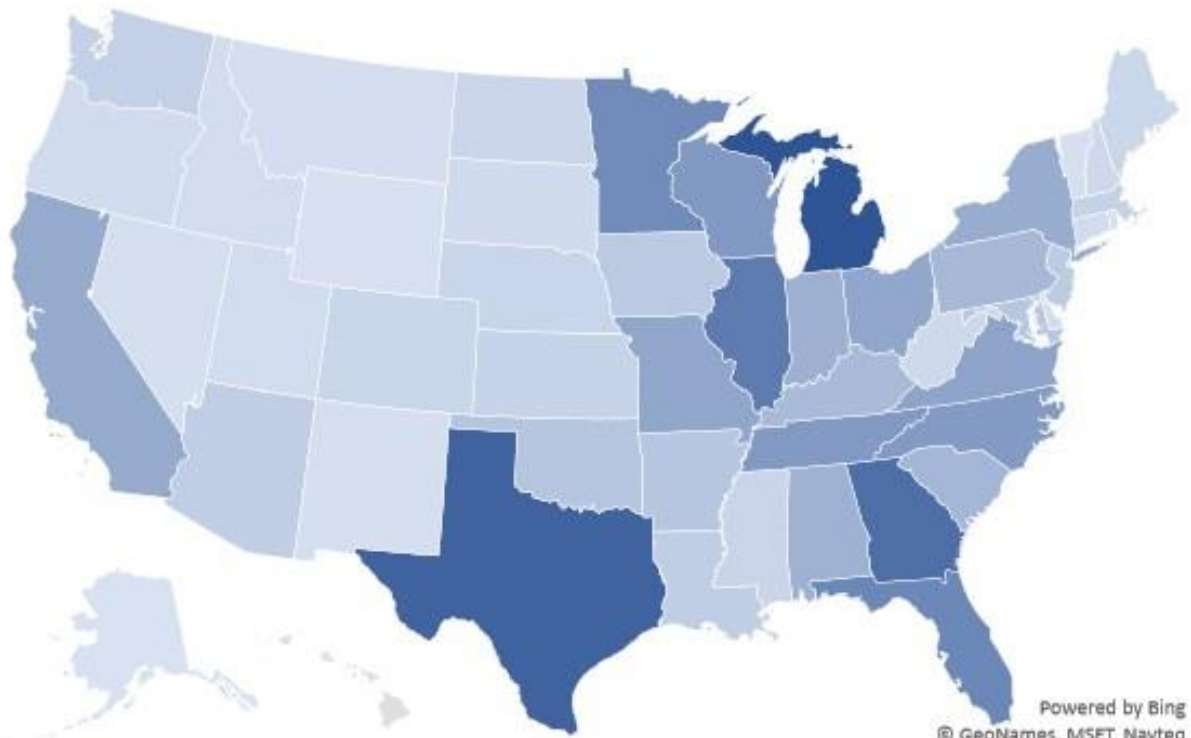
Outboard Boats



Web Traffic by State

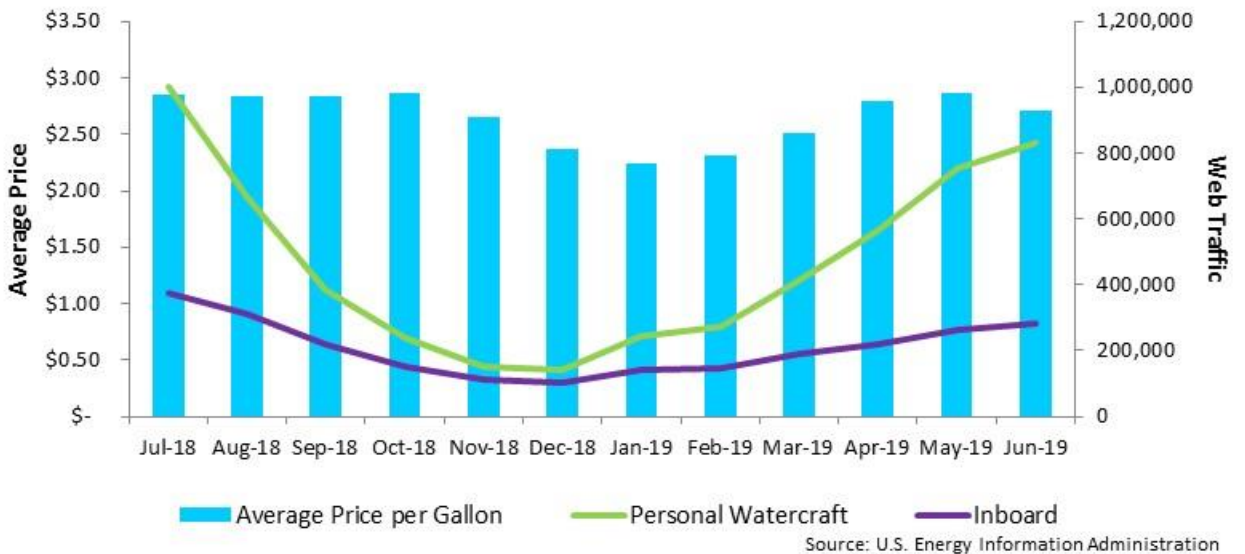
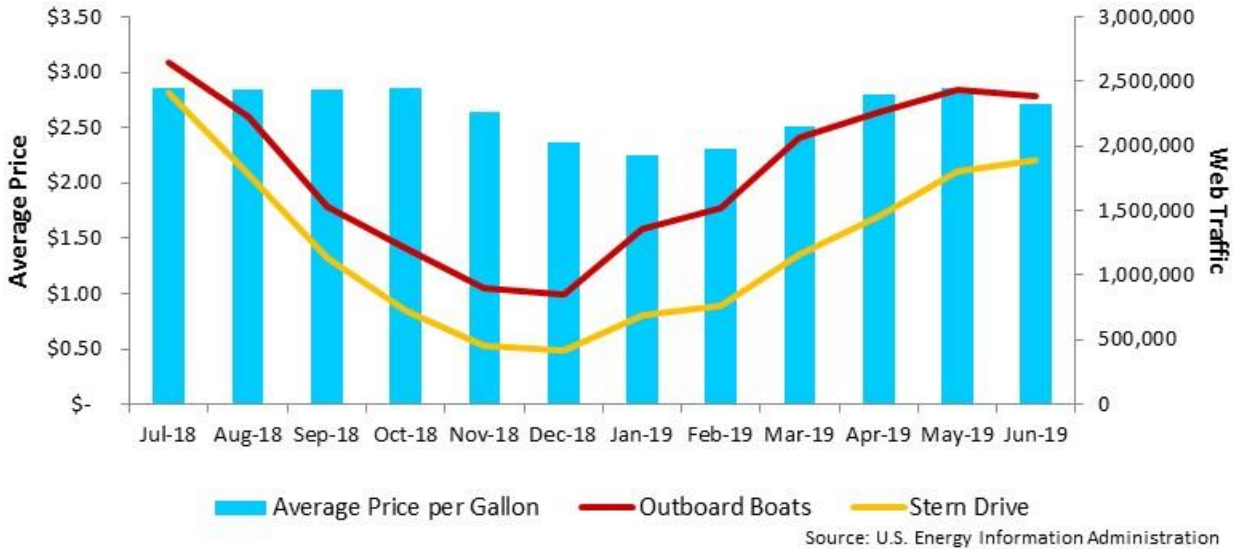
NADAguides.com Traffic by State in 2019 Q1-Q2

Pontoon Boats



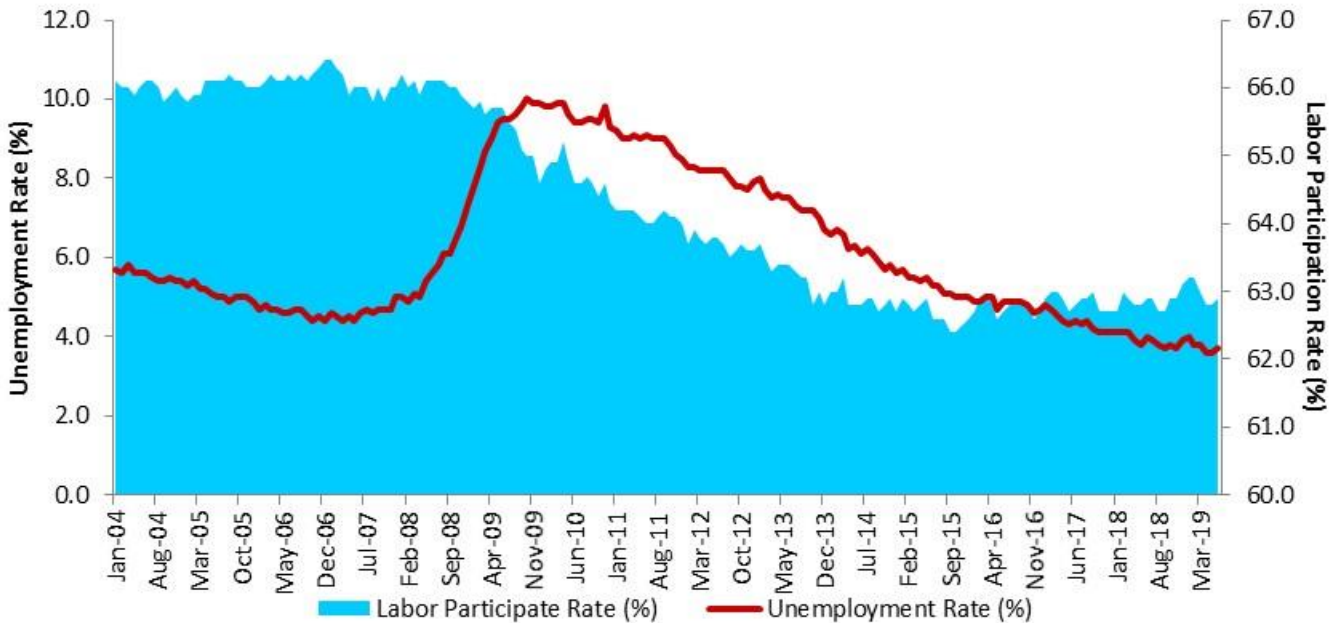
Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



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