

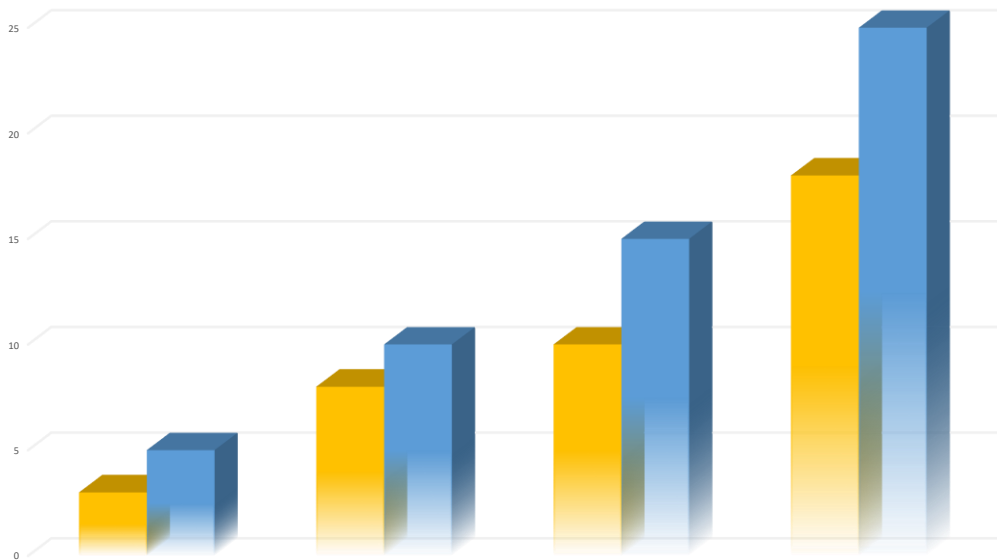
3rd Quarter 2019

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

Boats and personal watercraft continue to outperform the previous two years in terms of value. Each segment saw some typical seasonal relaxation in the most recent period, but pricing remains strong.

In the first ten months of 2019, outboards are bringing 8.2% more money than last year, stern drives are bringing 10.3% more, inboards are bringing 3.5% more, and personal watercraft are bringing 4.5% more.

Employment and consumer spending data remain extremely positive, so expect the year to close out strong, with typical seasonal pullback in 4-season regions.

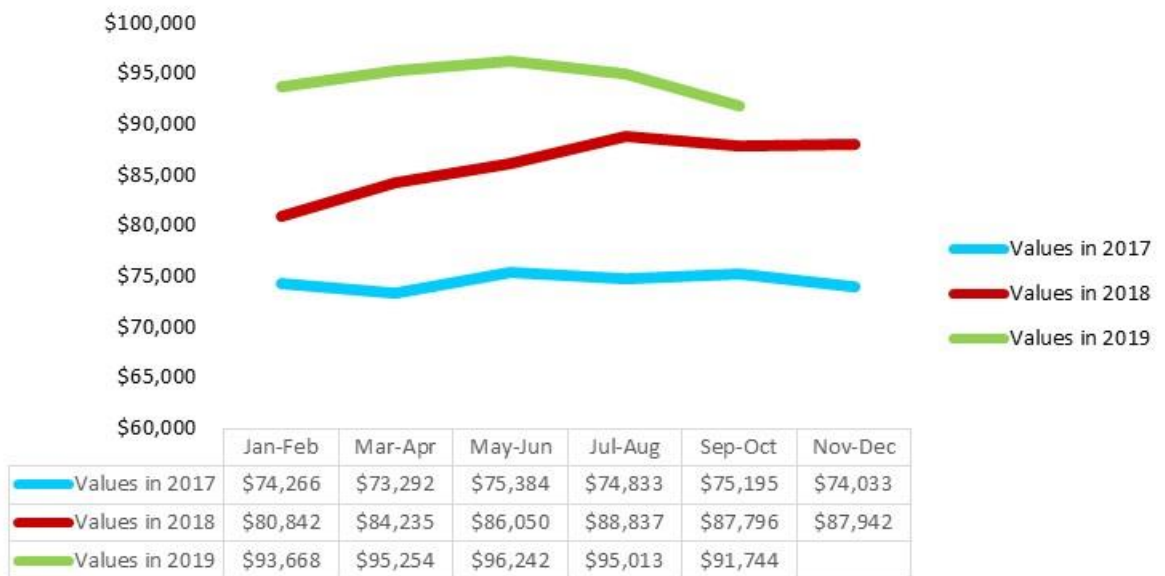
Power Boat Values

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

Outboard Boats



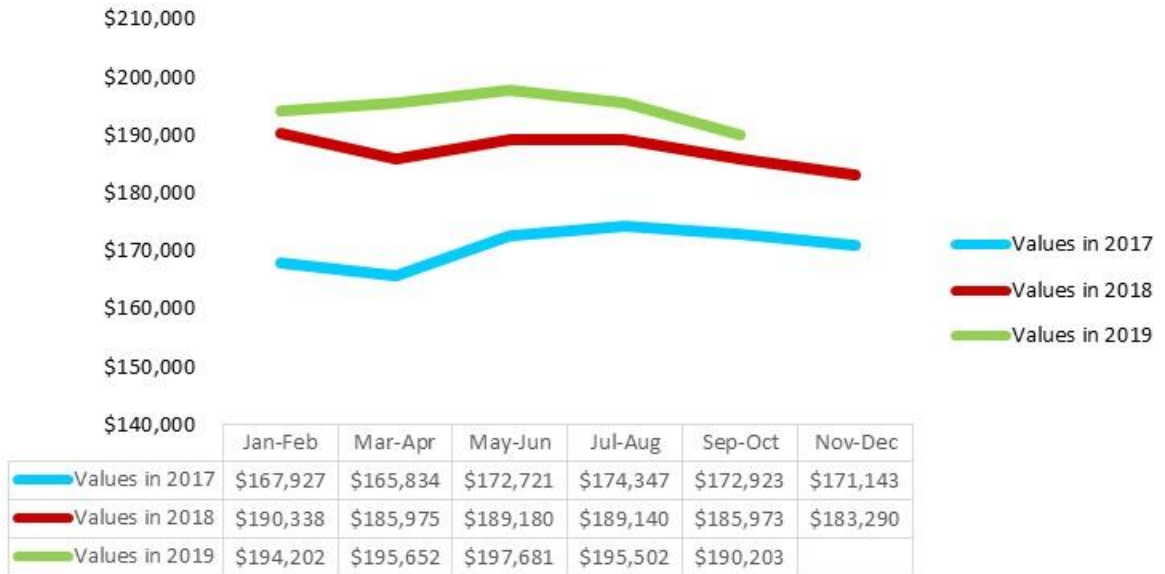
Stern Drive Boats



Marine Values

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

Inboard Boats



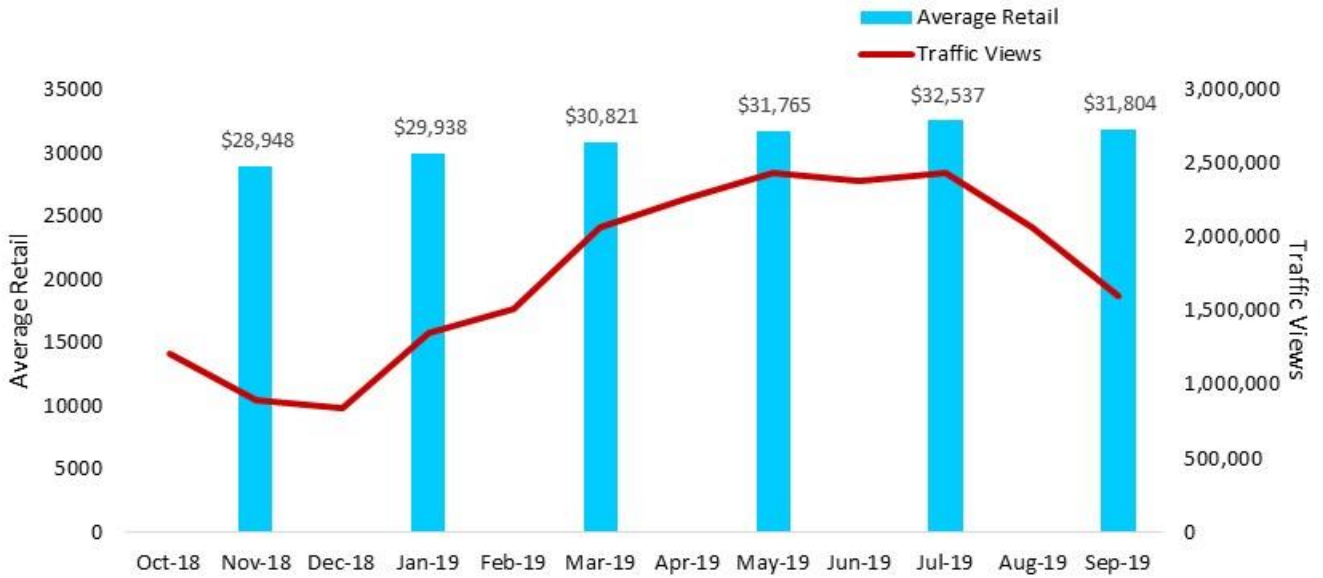
Personal Watercraft



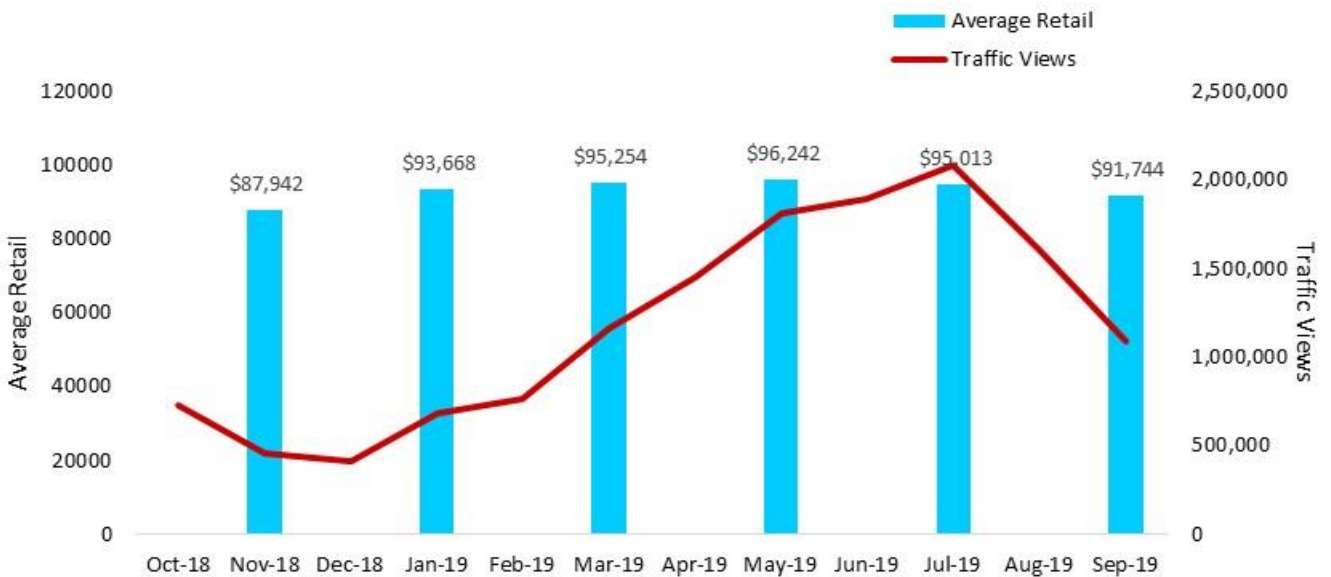
Power Boat Values vs. Traffic

Average Retail Value and Traffic Views by Category

Outboard Boats



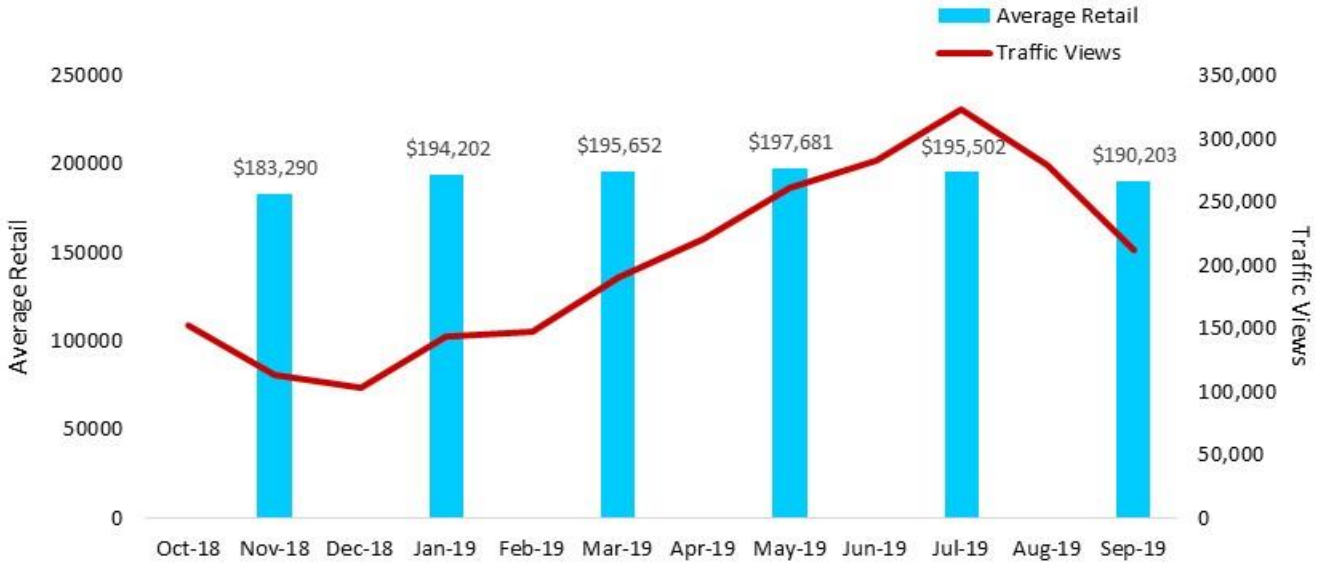
Stern Drive Boats



Marine Values vs. Traffic

Average Retail Value and Traffic Views by Category

Inboard Boats

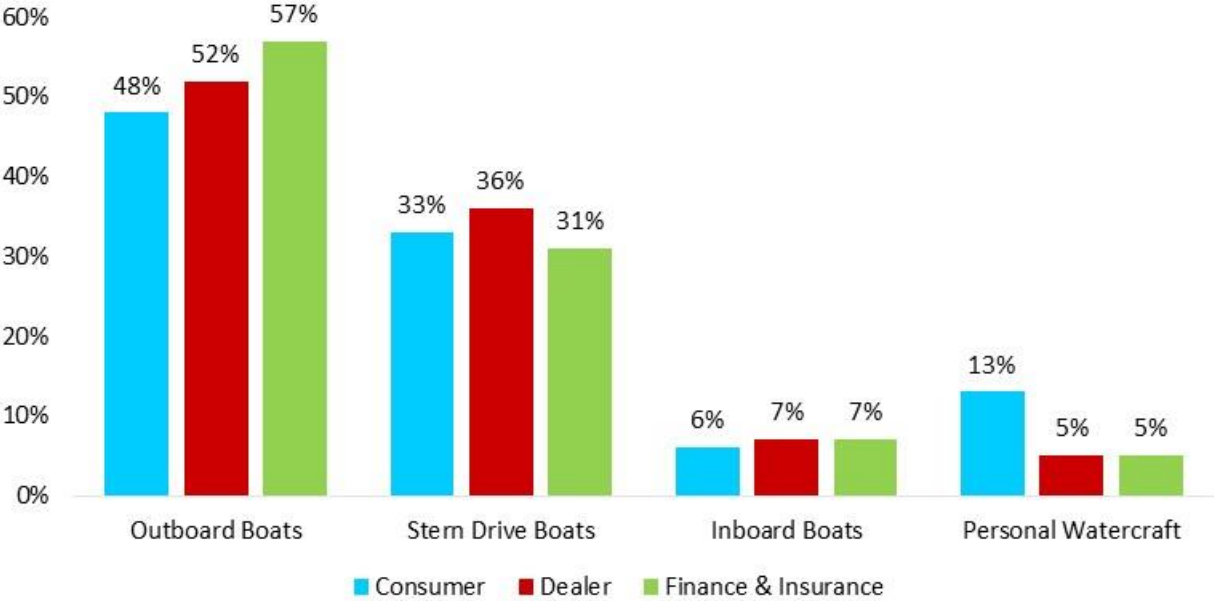


Personal Watercraft



Marine Categories

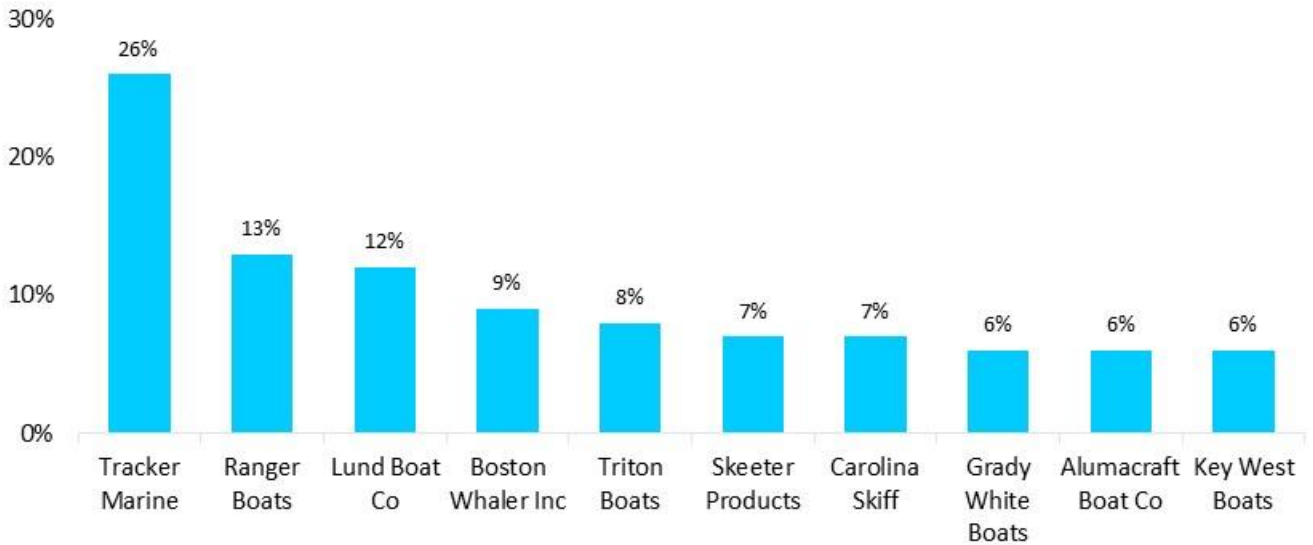
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2019 Q1-Q3



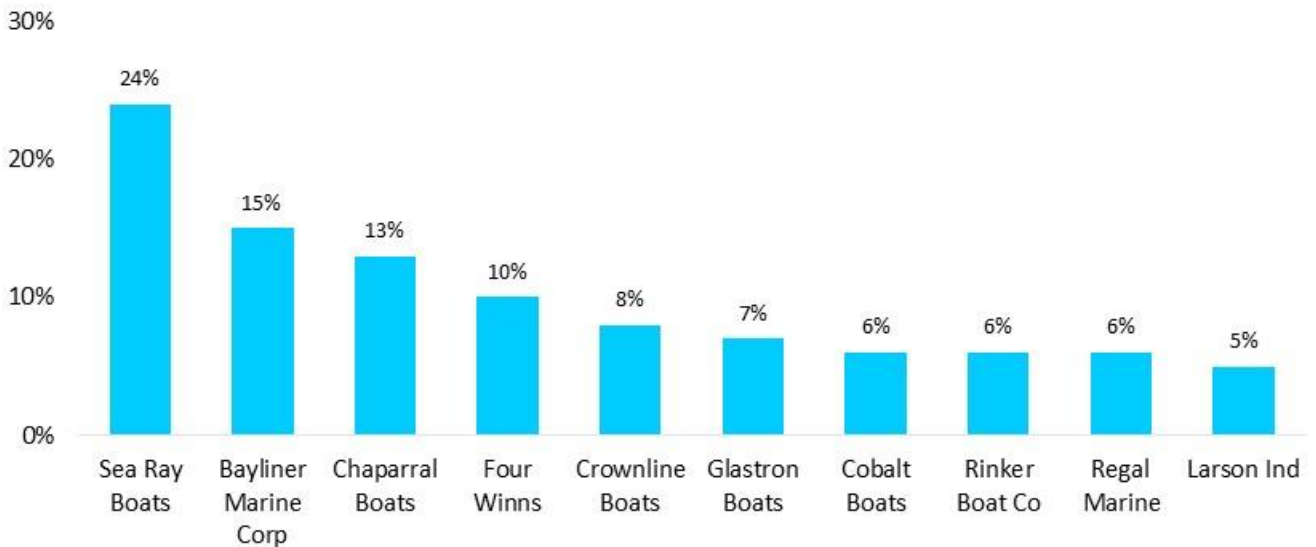
Power Boat Brands

NADAguides.com Top Researched Brands in 2019 Q1-Q3

Outboard Brands



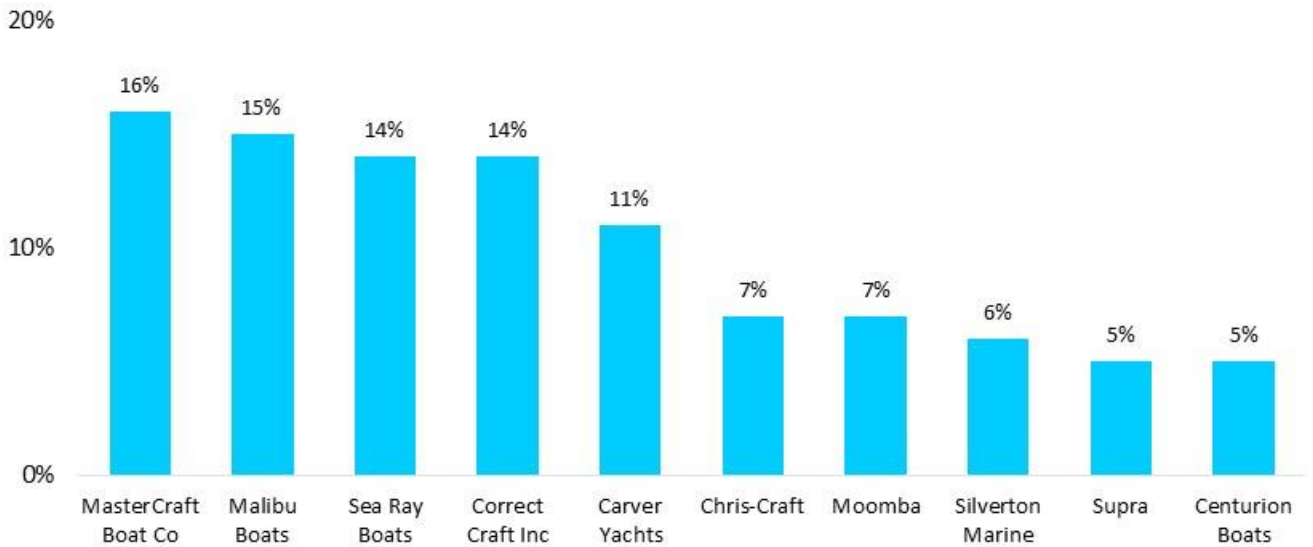
Stern Drive Brands



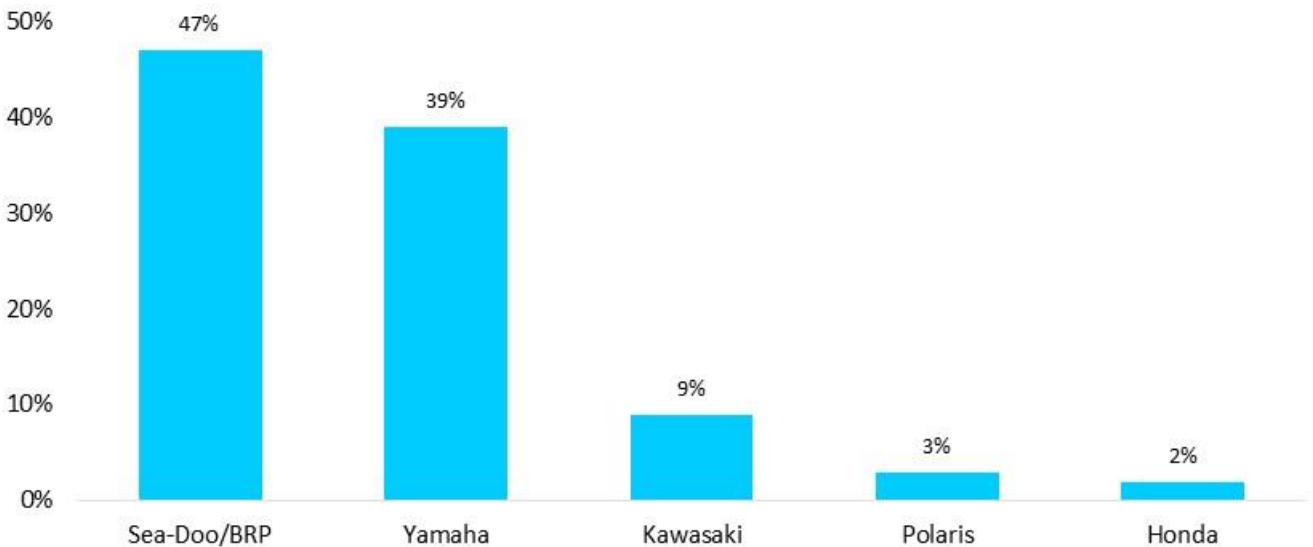
Marine Brands

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Inboard Brands



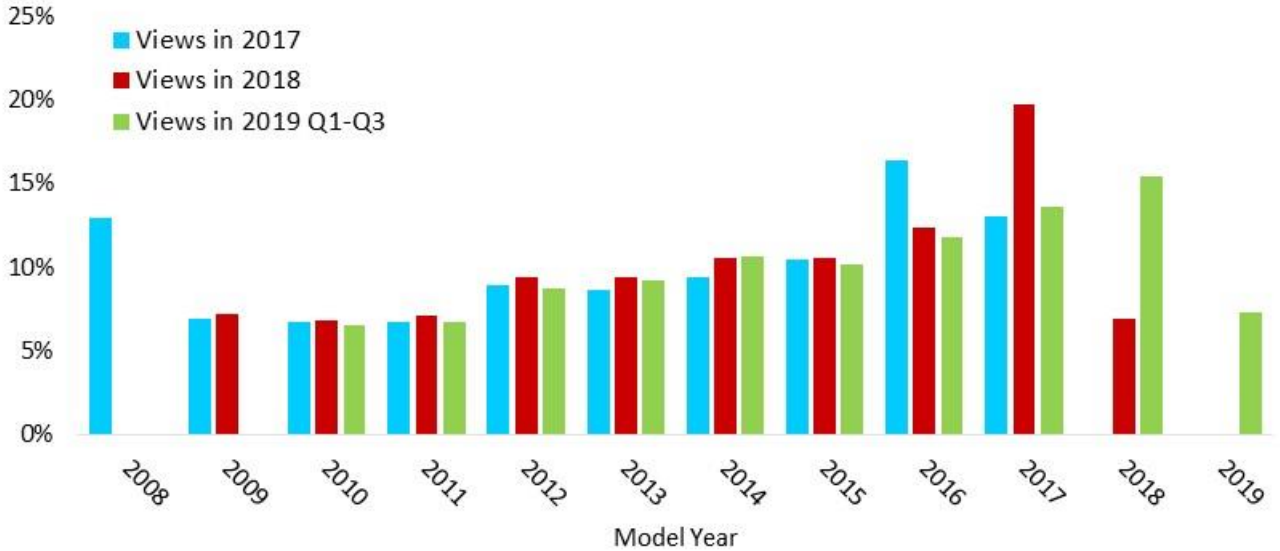
Personal Watercraft Brands



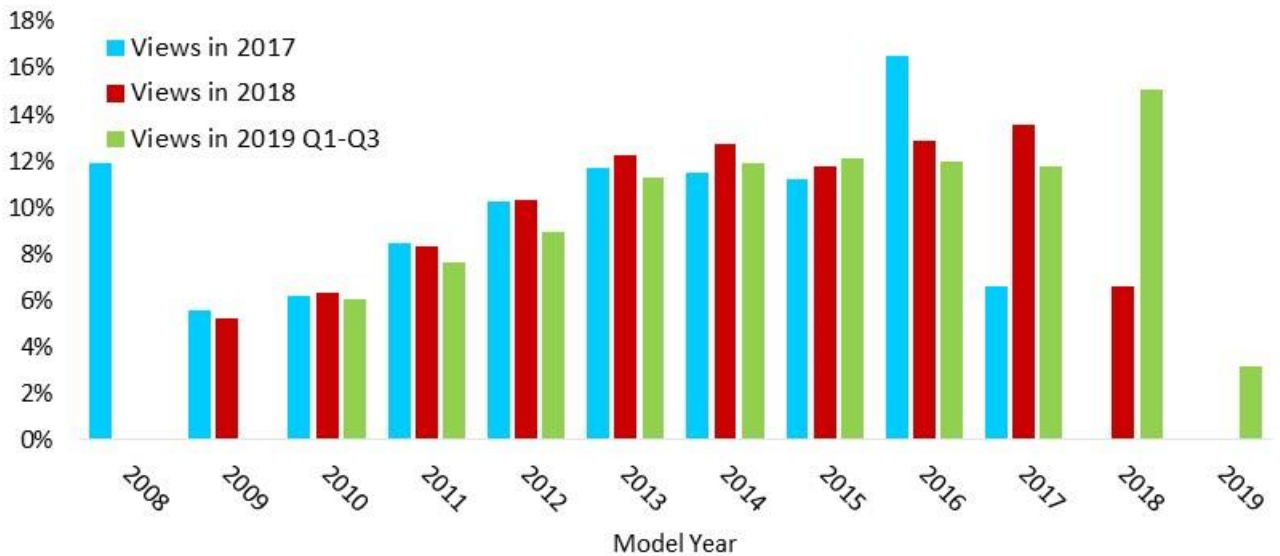
Model Years

NADAguides.com Top Researched Model Years by Category

Outboard Boats



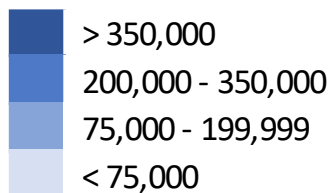
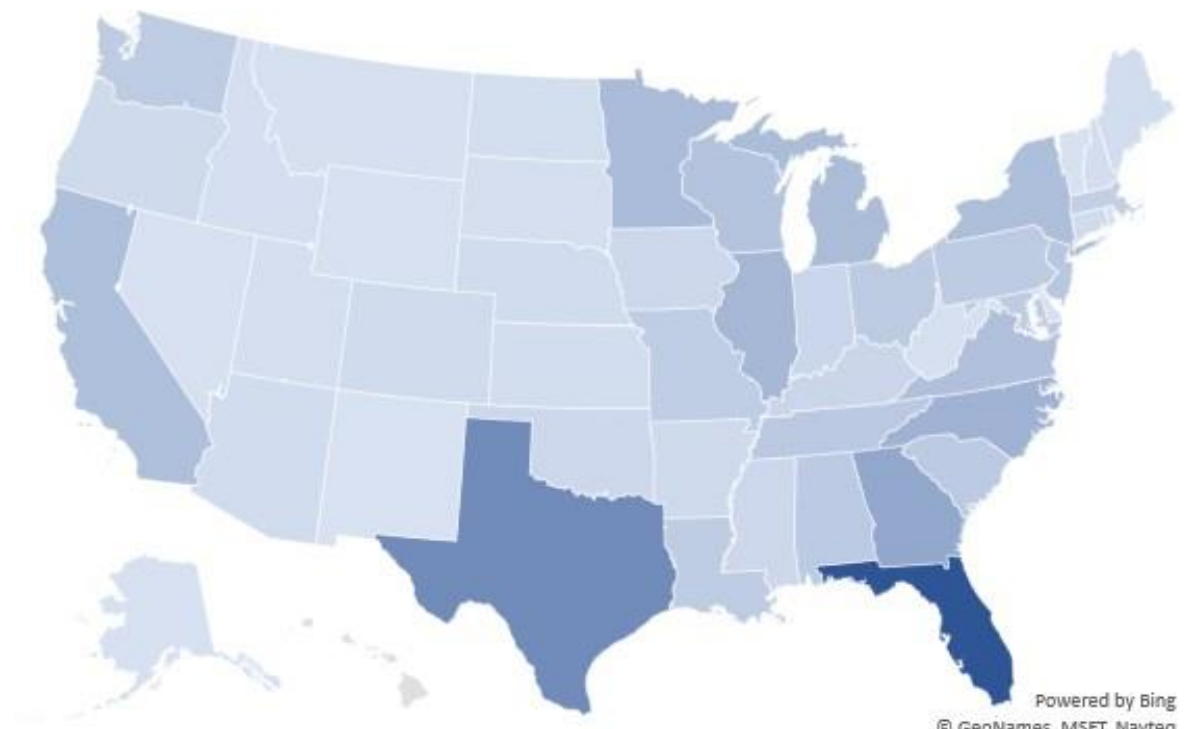
Pontoon Boats



Web Traffic by State

NADAguides.com Traffic by State in 2019 Q1-Q3

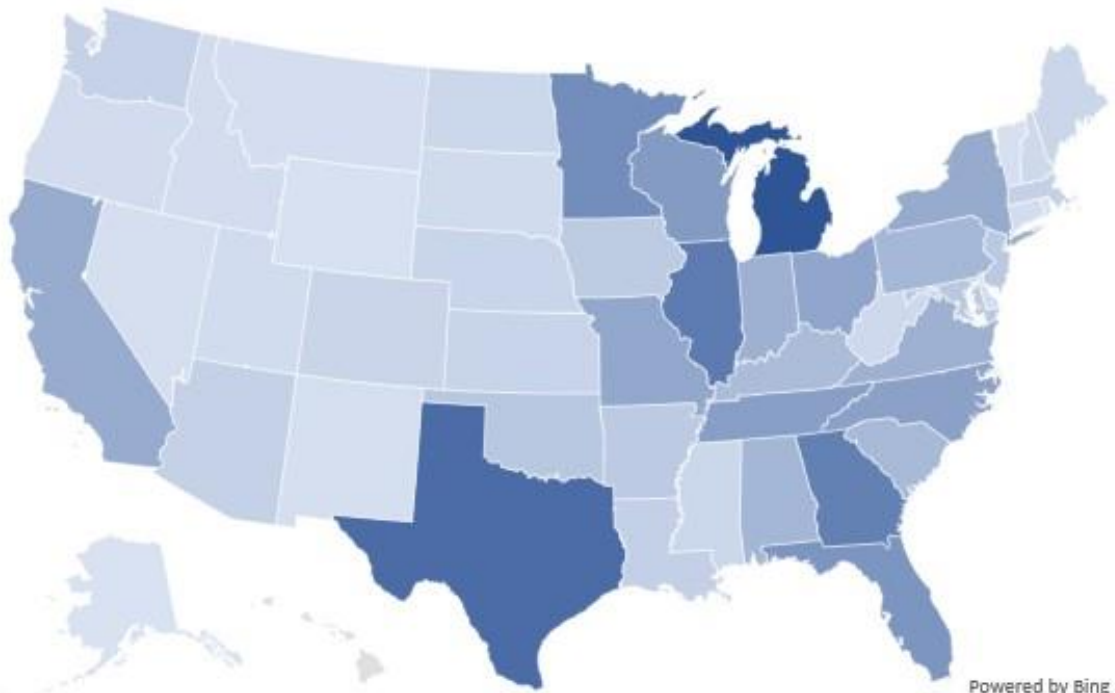
Outboard Boats



Web Traffic by State

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Pontoon Boats

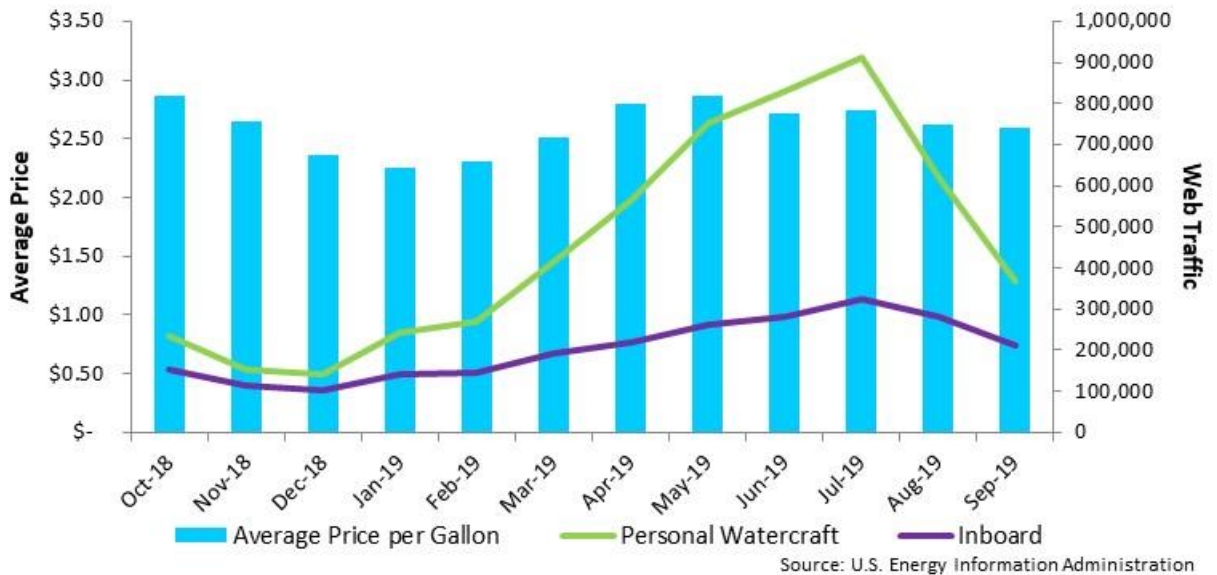
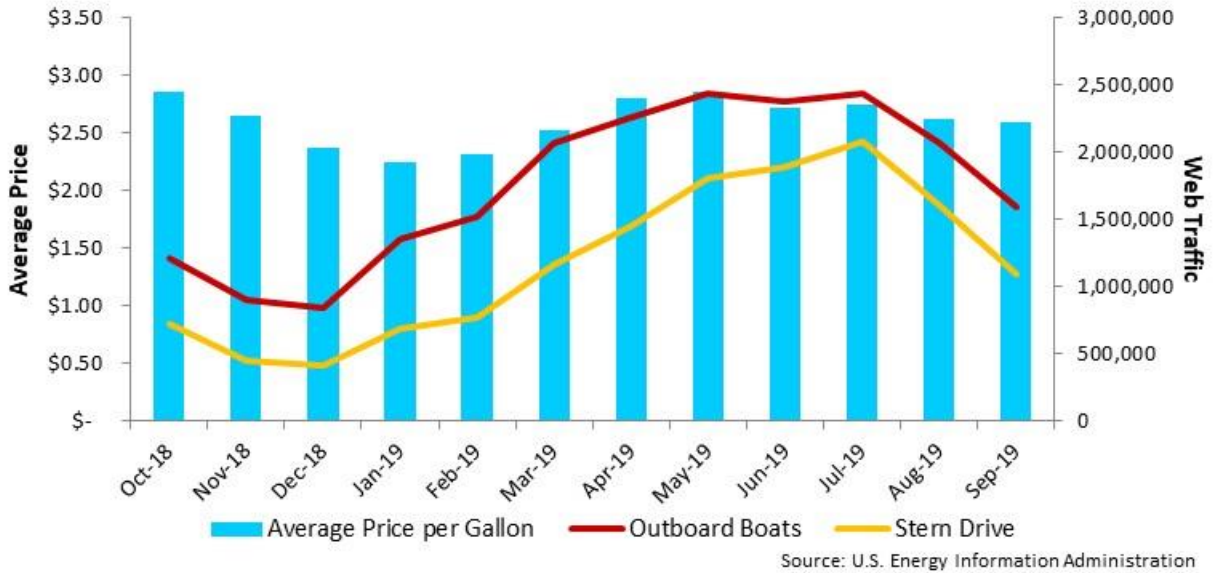


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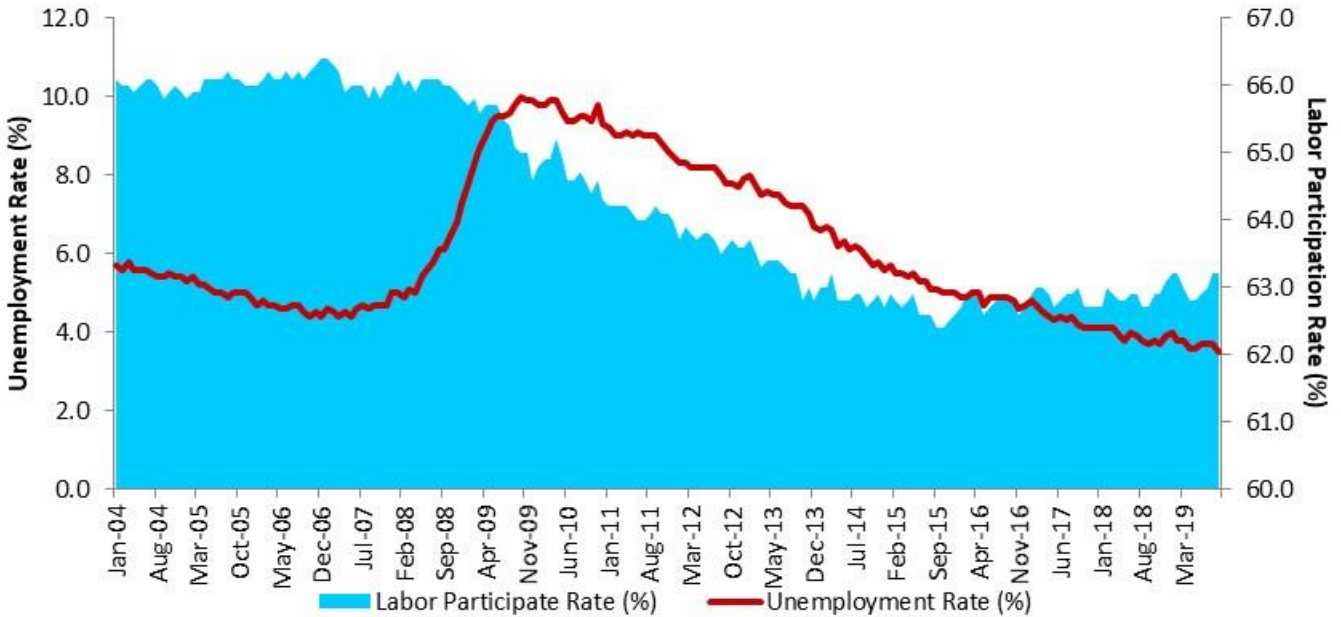
Fuel Price Data

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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