

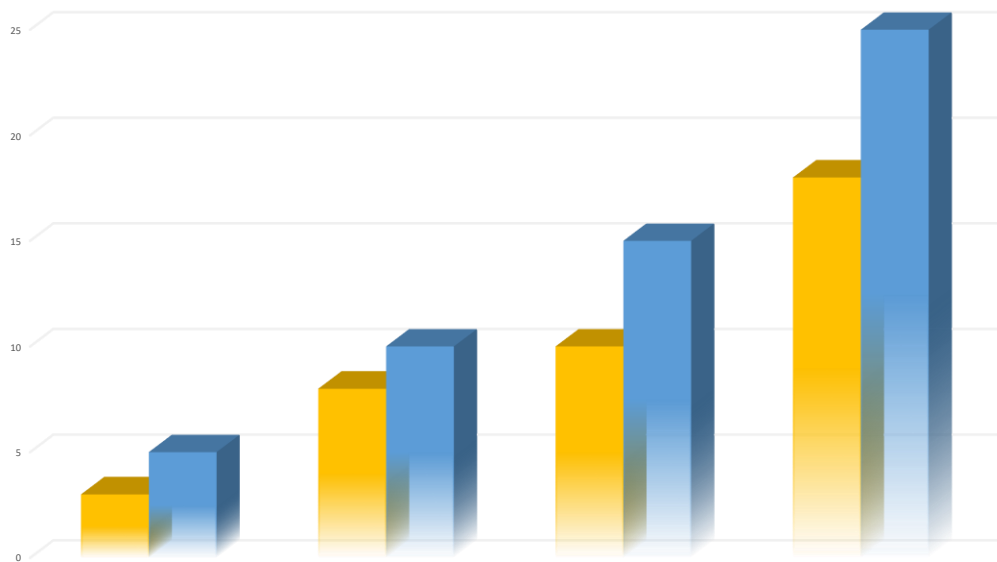
2019 Year-End

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

Marine Market Update

Buyers and sellers of all segments of powerboats and personal watercraft saw higher values in 2019 compared to the most recent two years. Valuations pulled back more in the second half of this year compared to last, but this pullback was coming off a very strong first half.

Looking at specific segments, outboards brought 7.2% more money year-over-year, stern drives brought 8.5% more, inboards brought 3.5% more, and personal watercraft was up 4.6%.

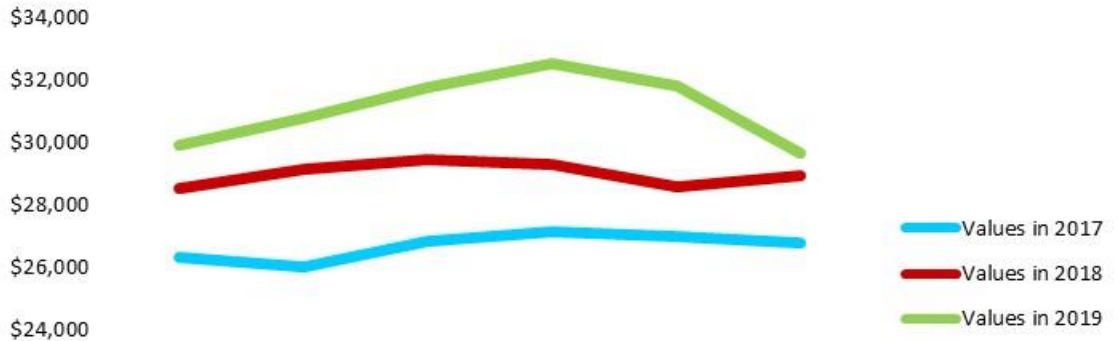
Outboards and stern drives appear to be correcting back to 2018 levels after their very strong midyear performance. Early 2020 data will tell us if this is just a return to last years price trends or something more meaningful. Personal watercraft should remain strong given that segment's relatively attainable pricing and positive employment data.

2020's economic environment will be more mixed than this year's, but we predict a stable first half.

Power Boat Values

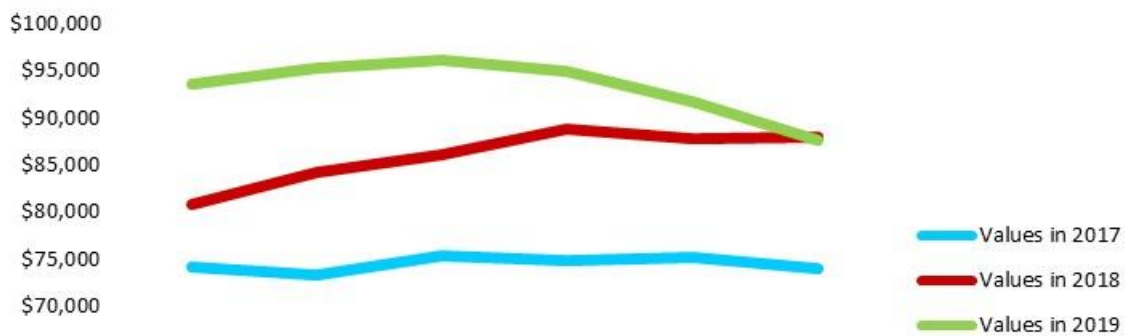
Average Retail Value by Category - Values for the Last 10 Model Years

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	\$32,537	\$31,804	\$29,658

Stern Drive Boats

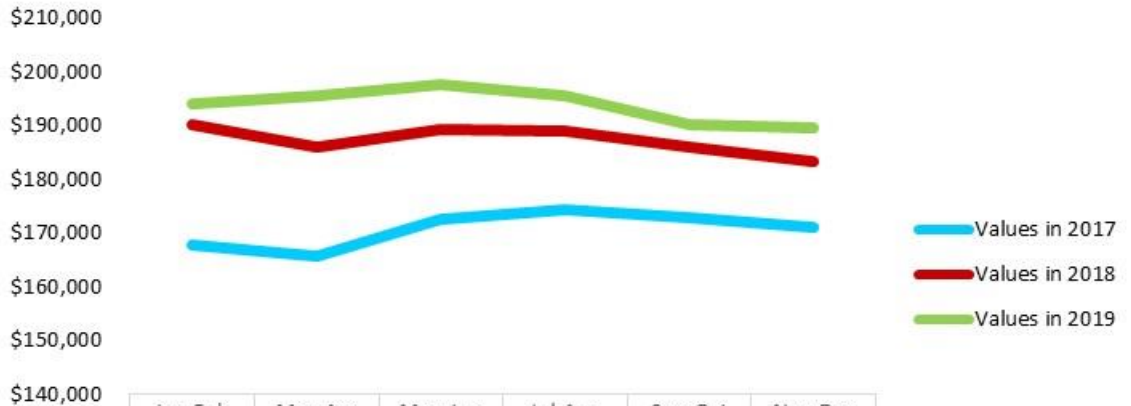


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2017	\$74,266	\$73,292	\$75,384	\$74,833	\$75,195	\$74,033
Values in 2018	\$80,842	\$84,235	\$86,050	\$88,837	\$87,796	\$87,942
Values in 2019	\$93,668	\$95,254	\$96,242	\$95,013	\$91,744	\$87,646

Marine Values

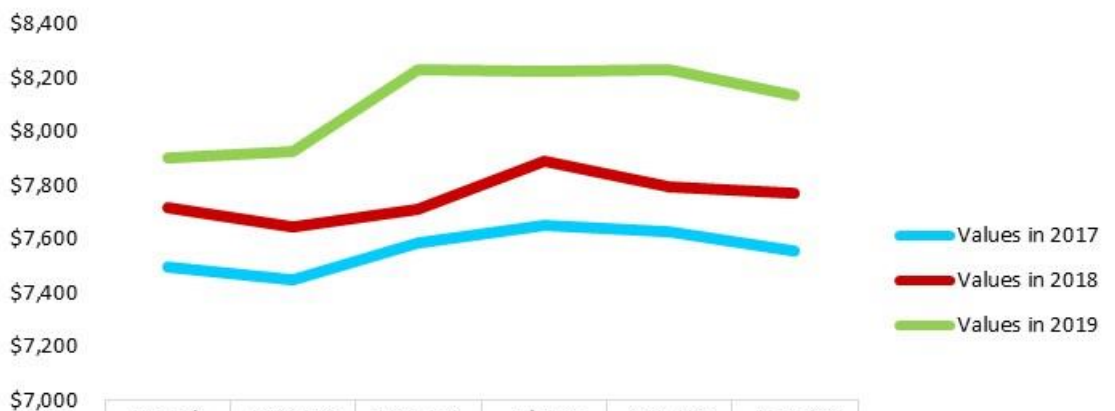
Average Retail Value by Category - Values for the Last 10 Model Years

Inboard Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2017	\$167,927	\$165,834	\$172,721	\$174,347	\$172,923	\$171,143
Values in 2018	\$190,338	\$185,975	\$189,180	\$189,140	\$185,973	\$183,290
Values in 2019	\$194,202	\$195,652	\$197,681	\$195,502	\$190,203	\$189,674

Personal Watercraft

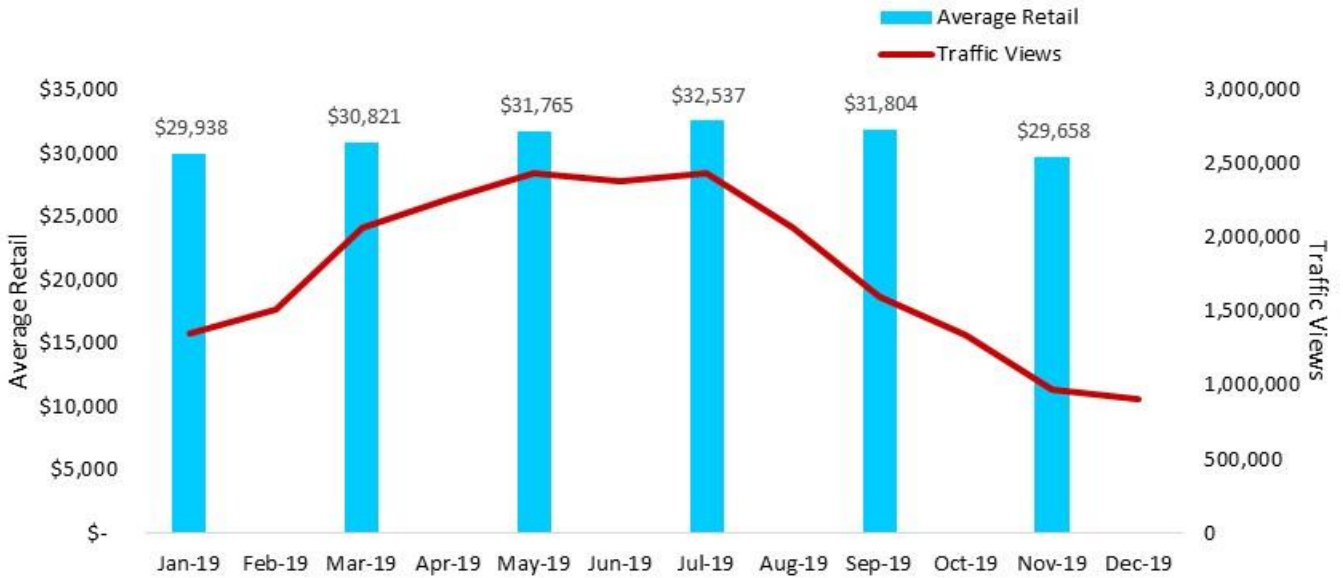


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2017	\$7,497	\$7,448	\$7,585	\$7,652	\$7,627	\$7,559
Values in 2018	\$7,719	\$7,648	\$7,711	\$7,889	\$7,794	\$7,770
Values in 2019	\$7,903	\$7,927	\$8,234	\$8,227	\$8,229	\$8,138

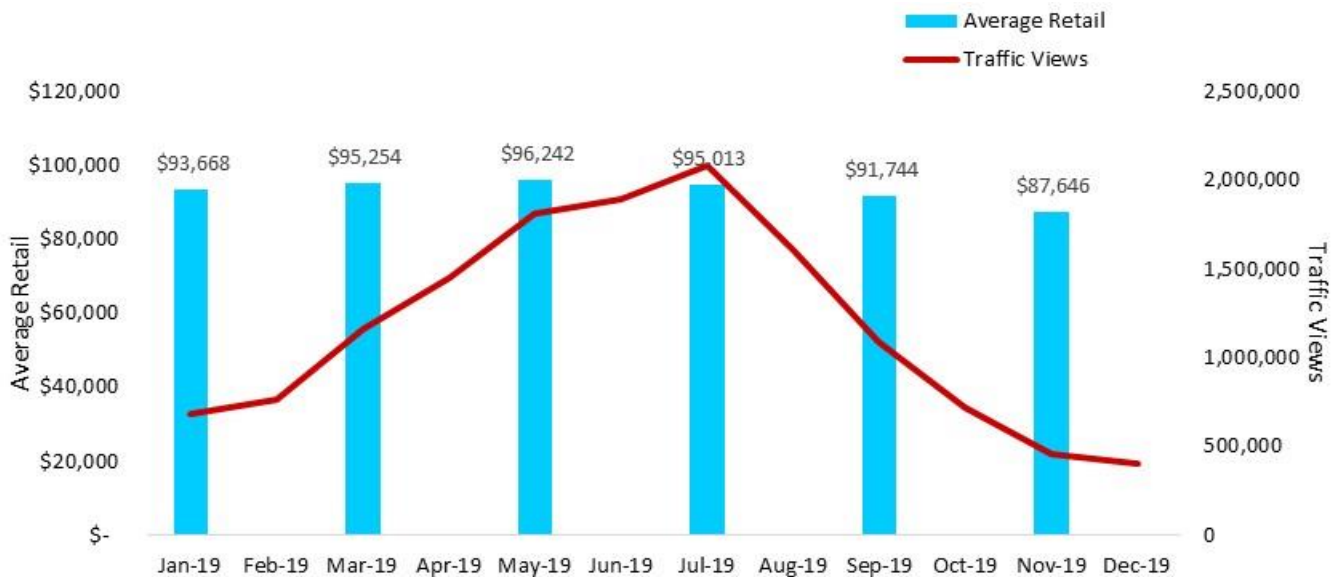
Power Boat Values vs. Traffic

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

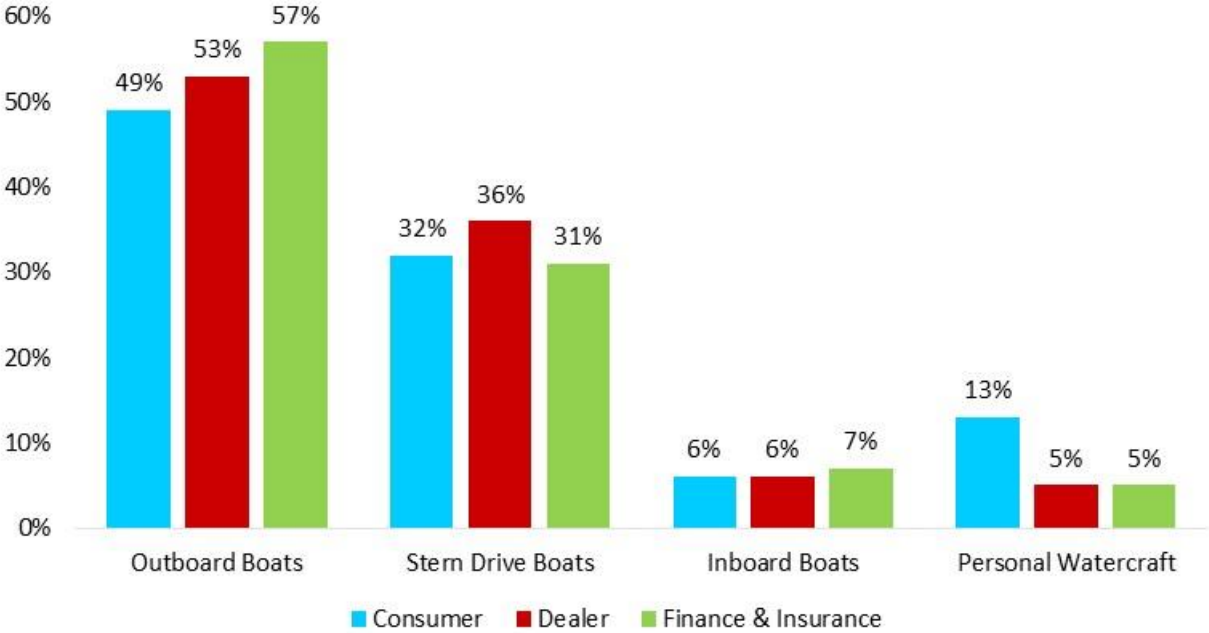


Personal Watercraft



Marine Categories

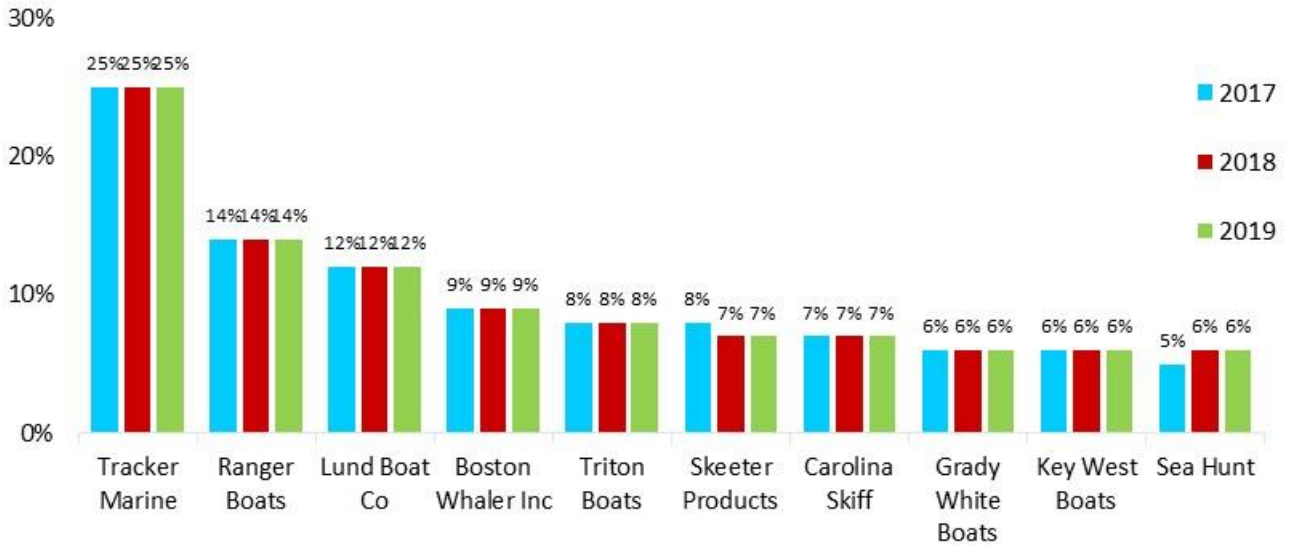
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2019



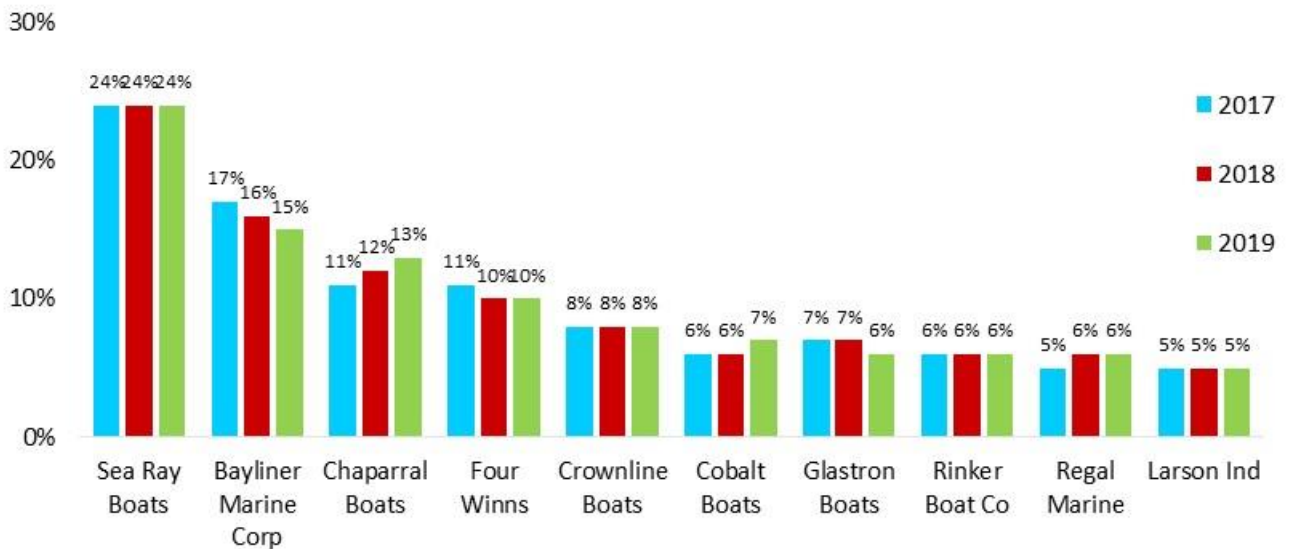
Power Boat Brands

NADAguides.com Top Researched Brands Year-Over-Year

Outboard Brands



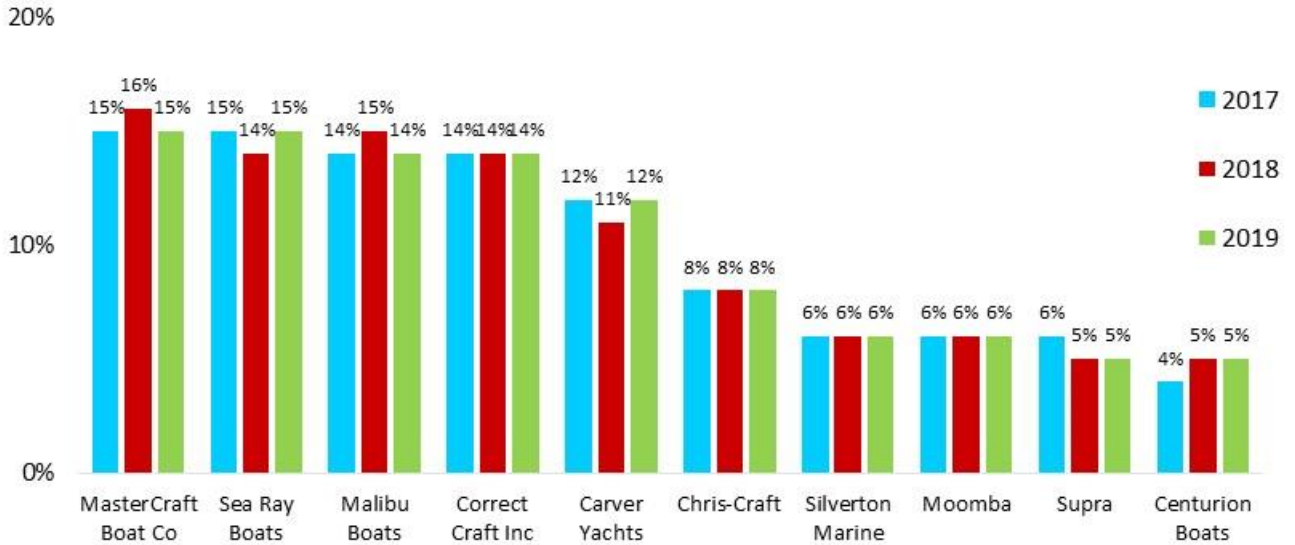
Stern Drive Brands



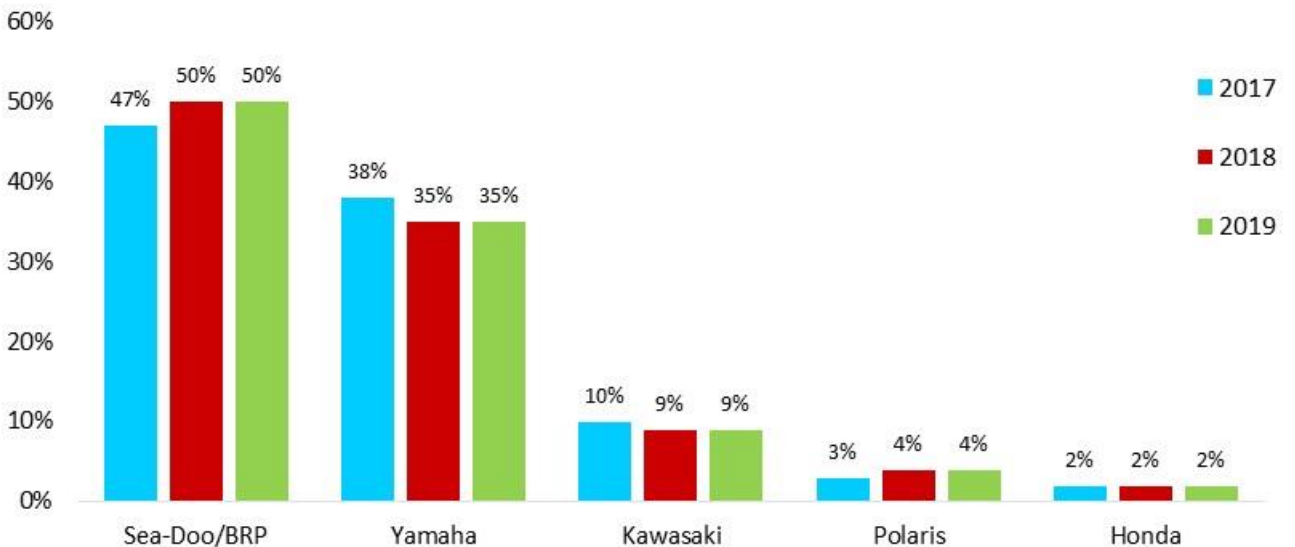
Marine Brands

NADAguides.com Top Researched Brands in 2019 Year-Over-Year

Inboard Brands



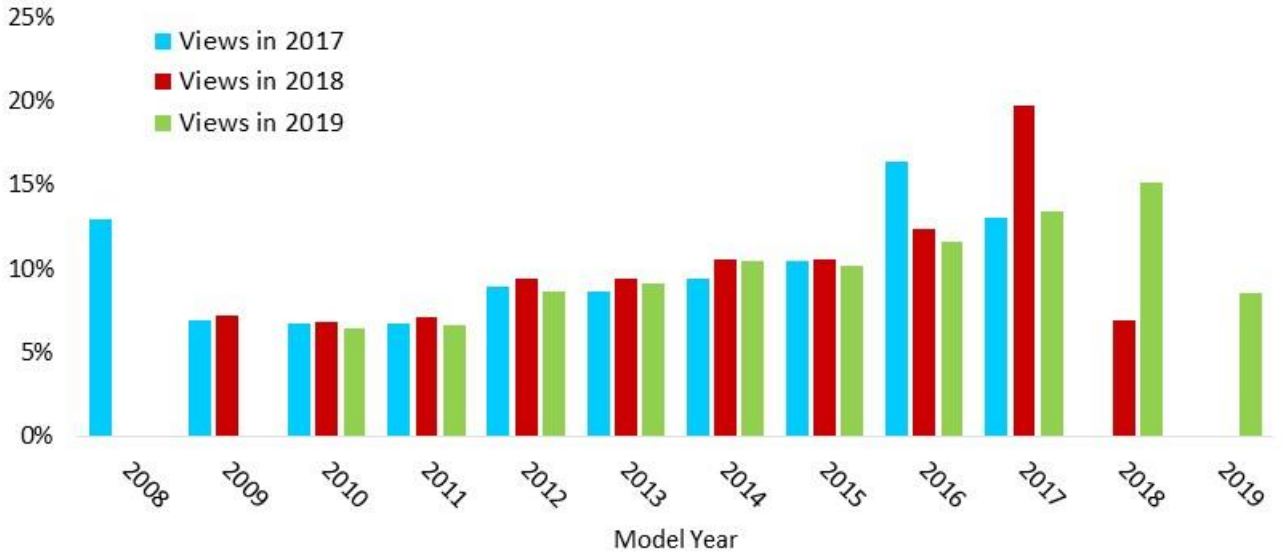
Personal Watercraft Brands



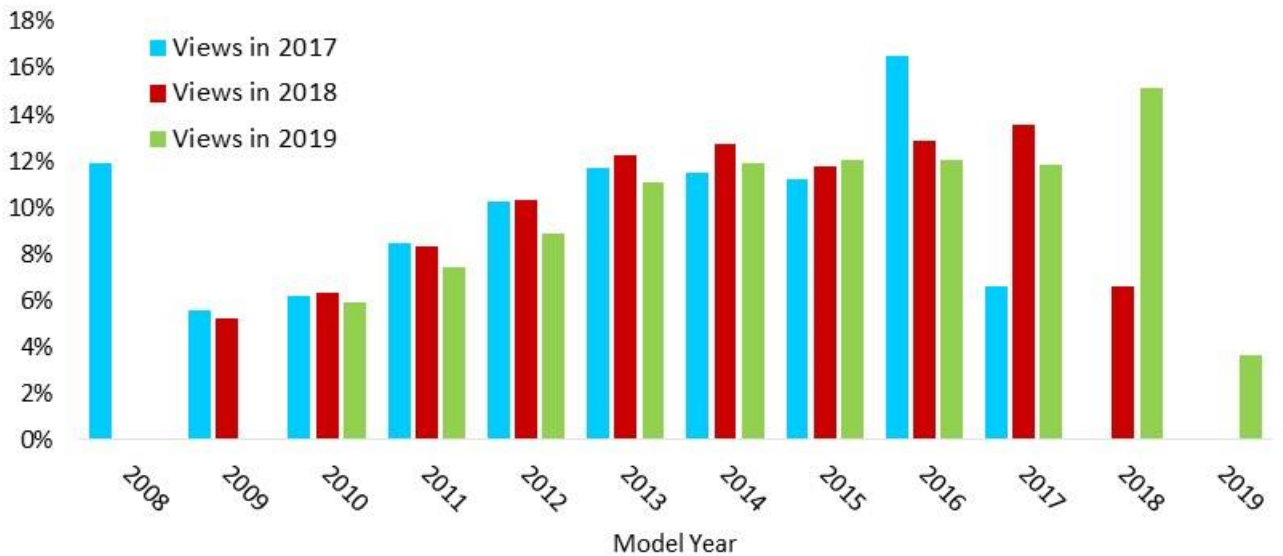
Model Years

NADAguides.com Top Researched Model Years by Category

Outboard Boats



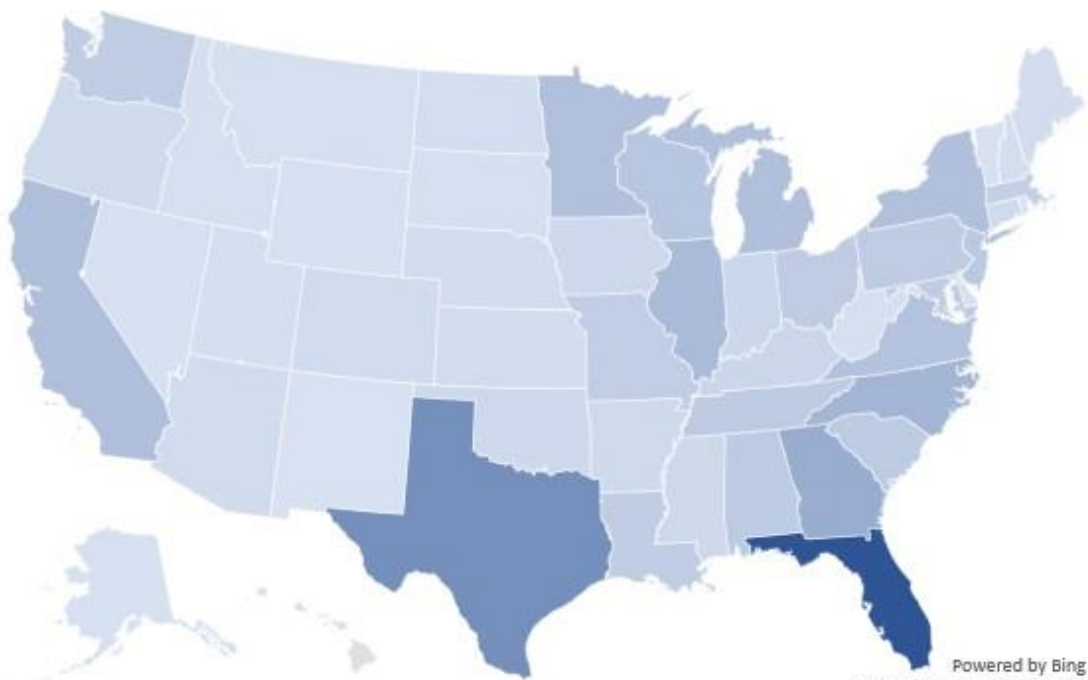
Pontoon Boats



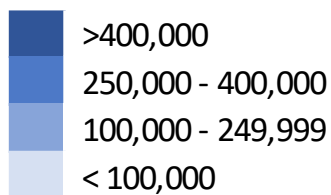
Web Traffic by State

NADAguides.com Traffic by State in 2019

Outboard Boats



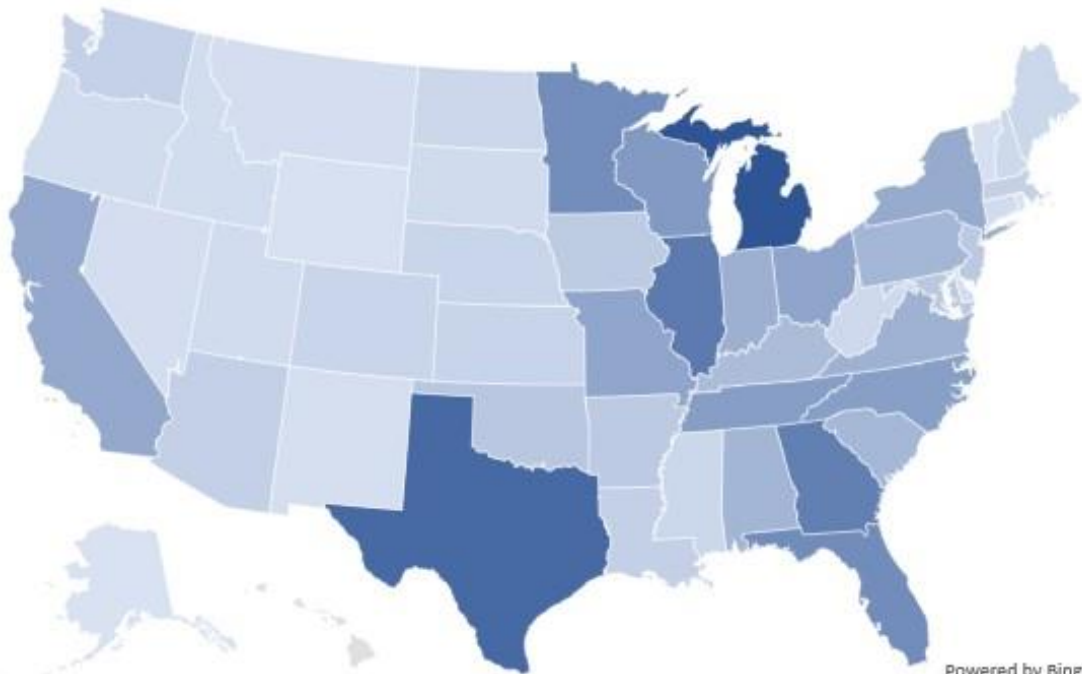
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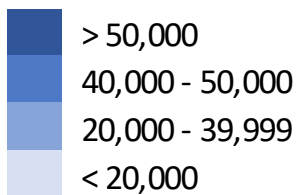
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Pontoon Boats

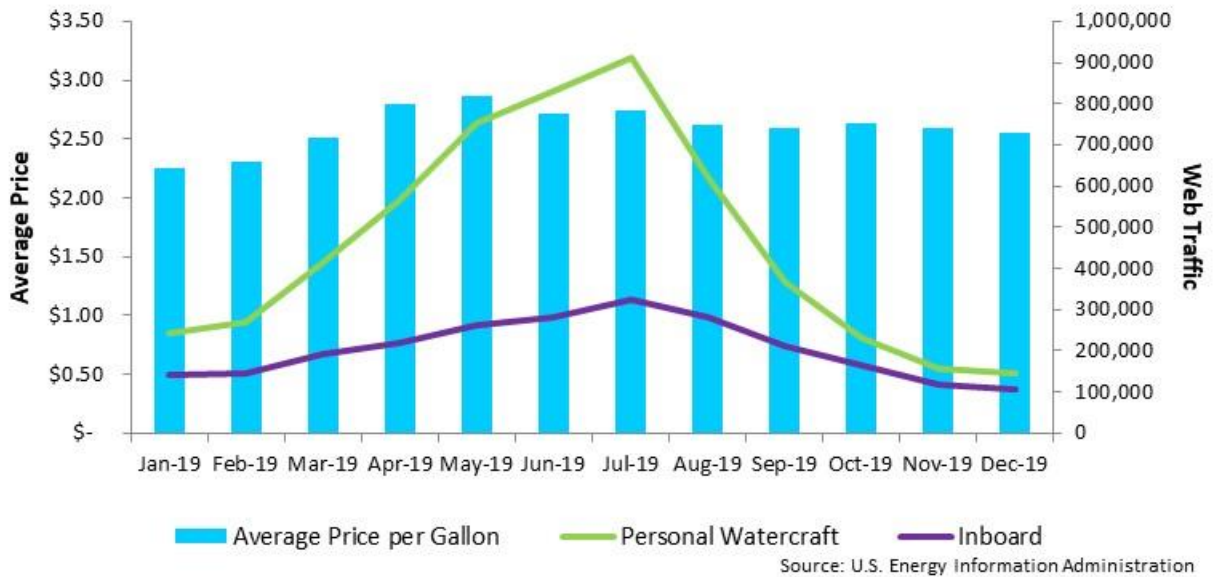
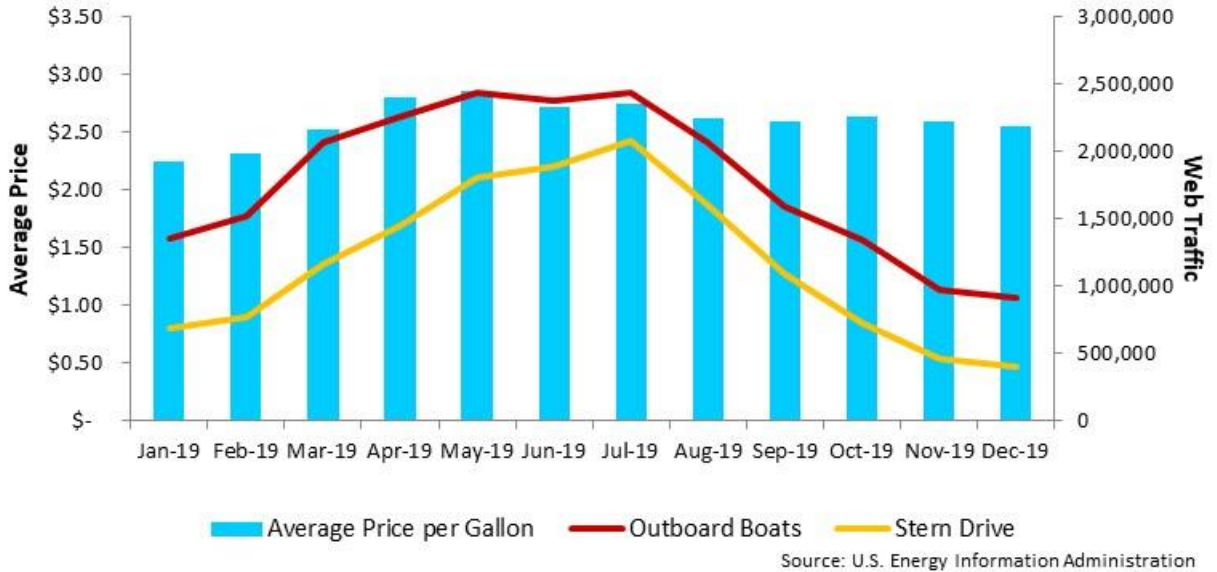


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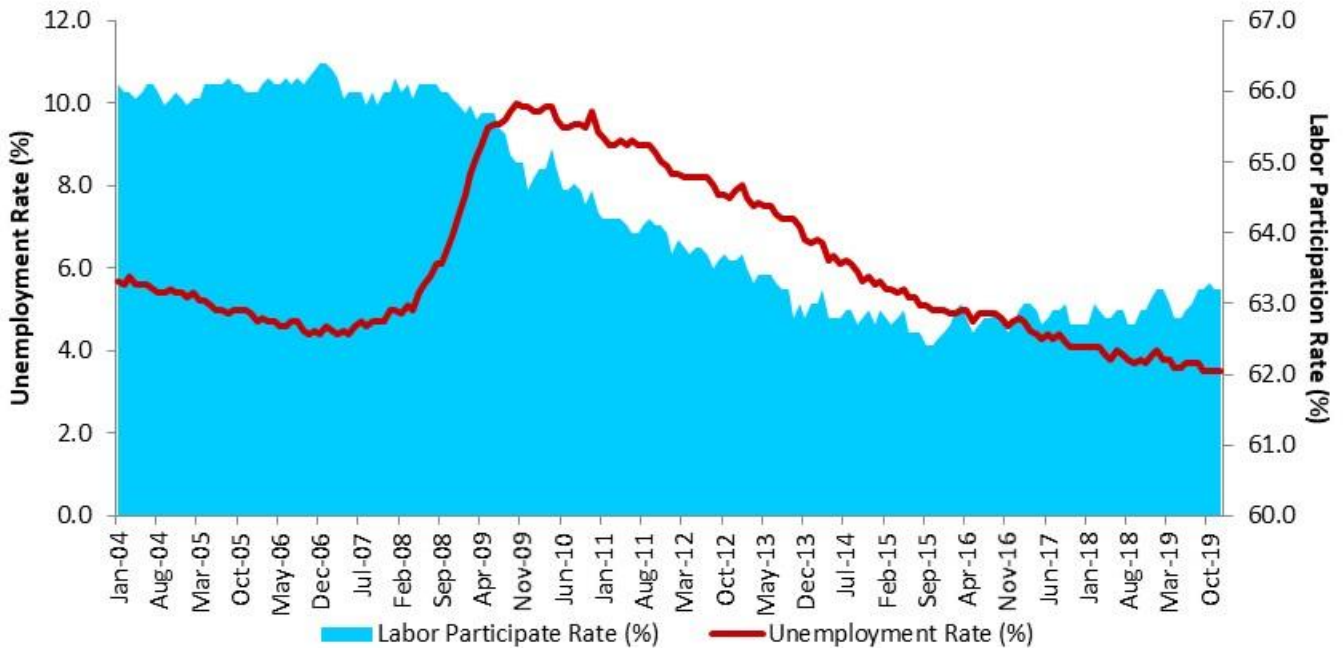
Fuel Price Data

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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