



# NADAguides

# Market Insights

## Marine Industry

2016 Q2

# Industry Overview

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## Marine Market Update

According to dealers, sales are up partially due to the warm weather across the nation. Many dealers reported boat show attendance exceeded expectations and the industry continues to gain momentum this year.

New boat sales are maintaining growth with used boats also in high demand. Ski/wake boats are showing a 13.7% increase year-over-year to date according to Statistical Surveys, Inc. Of the major boat categories, pontoon boats has the largest increase in NADAguides.com web traffic year-over-year with nearly a 20% increase.

Based on the warm weather ahead, increasing consumer confidence, and many boats out on the water, we are expecting another solid season.



# Marine Values

## Edition-Over-Edition Change in Values by Category

### May-June 2016 Edition Versus July-August 2016 Edition

Due to the early start of the season and warm weather, most segments show slight increases on used boat pricing.

#### Edition-Over-Edition Change in Average Retail

Power Boats	Personal Watercraft	Sailboats
<b>0.8%</b>	<b>0.5%</b>	<b>1.5%</b>

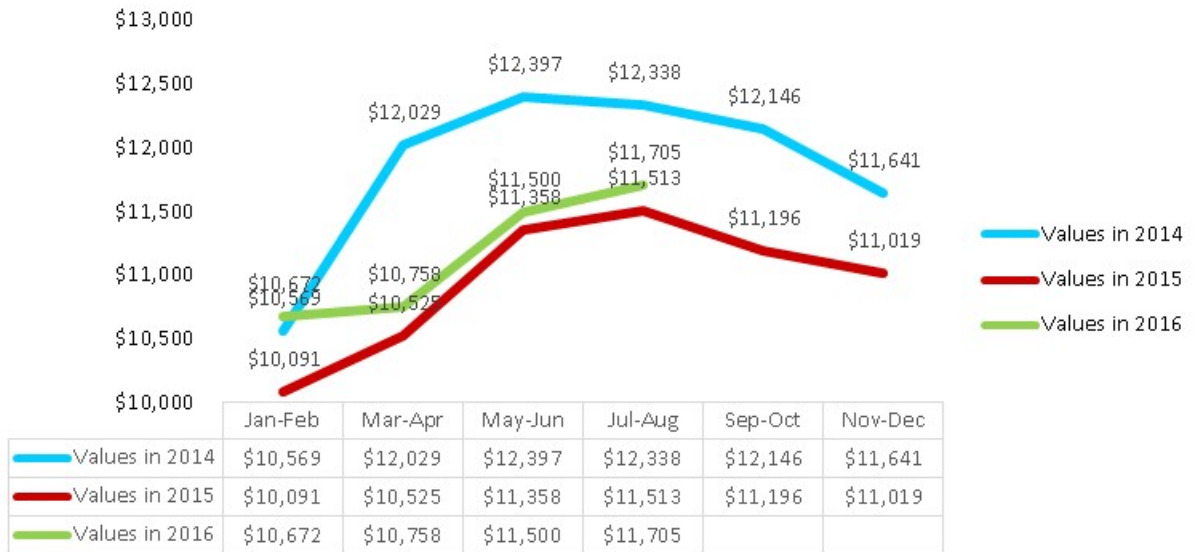
Boat Type	Trade-In	Average Retail	High Retail
Catamaran	↑ 1.7%	↑ 1.7%	↑ 1.8%
Houseboats	↓ -1.4%	↓ -1.5%	↓ -1.6%
Inboard Boats	↑ 1.7%	↑ 1.3%	↑ 1.3%
Inflatable Boats	↓ -1.1%	↓ -0.8%	↓ -0.9%
Jet Drive Boats - Aluminum	↑ 2.7%	↑ 2.4%	↑ 1.7%
Jet Drive Boats - Fiberglass	↑ 1.3%	↑ 1.1%	↑ 0.6%
Monohull Sailboats	↑ 1.2%	↑ 1.3%	↑ 0.8%
Outboard Boats - Aluminum	↑ 1.3%	↑ 1.3%	↑ 0.8%
Outboard Boats - Fiberglass	↑ 1.7%	↑ 1.1%	↑ 1.1%
Personal Watercraft - Jet Drive	↑ 0.2%	↑ 0.5%	↑ 0.6%
Pontoon Boats	↑ 0.5%	↑ 0.7%	↑ 0.8%
Power Cat	↓ -1.3%	↓ -1.1%	↓ -1.2%
Stern Drive Power Boats	↑ 1.2%	↑ 1.2%	↑ 1.3%
Trimaran Boats	↑ 1.5%	↑ 1.6%	↑ 1.7%
Utility/Jon	↑ 0.2%	↑ 0.4%	↑ 0.7%
V-Drive Boats	↑ 1.6%	↑ 1.5%	↑ 1.1%



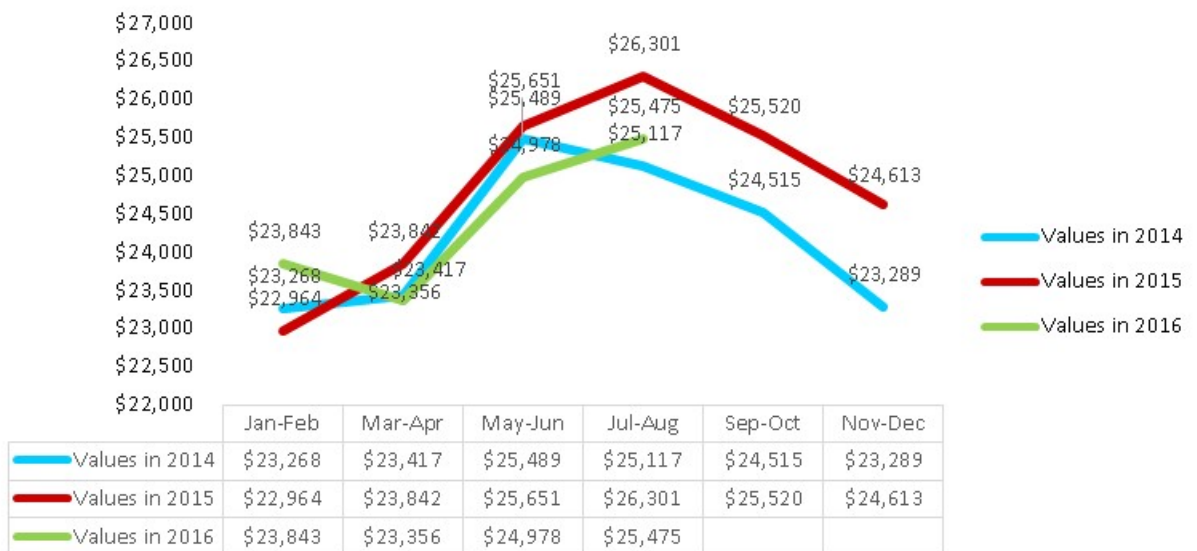
# Power Boat Values

## Average Retail Value by Category

### Outboard



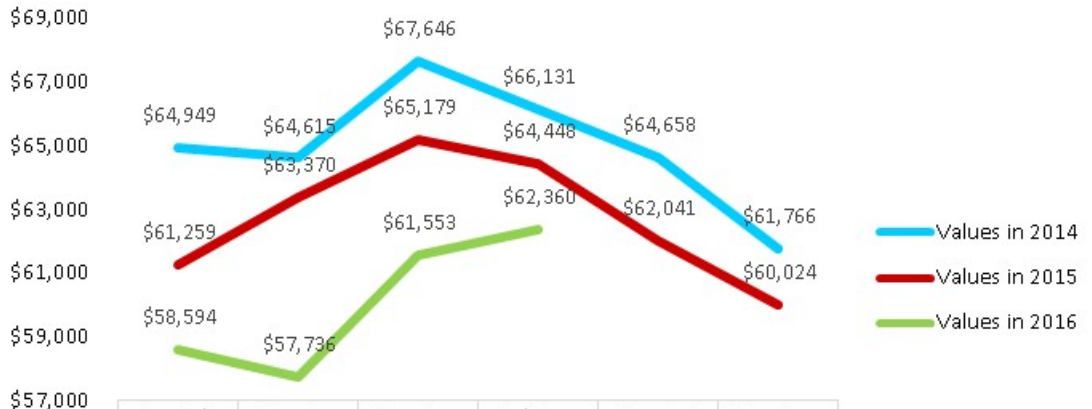
### Stern Drive



# Power Boat Values

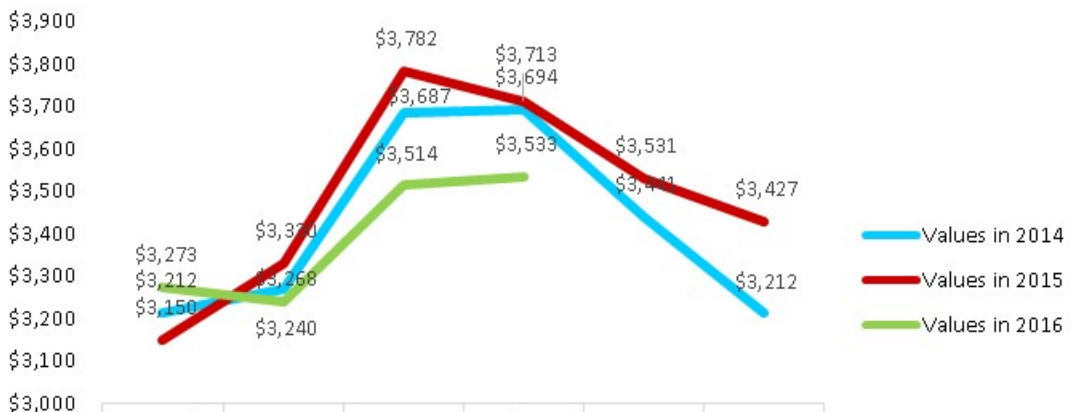
## Average Retail Value by Category

### Inboard



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$64,949	\$64,615	\$67,646	\$66,131	\$64,658	\$61,766
Values in 2015	\$61,259	\$63,370	\$65,179	\$64,448	\$62,041	\$60,024
Values in 2016	\$58,594	\$57,736	\$61,553	\$62,360		

### Personal Watercraft



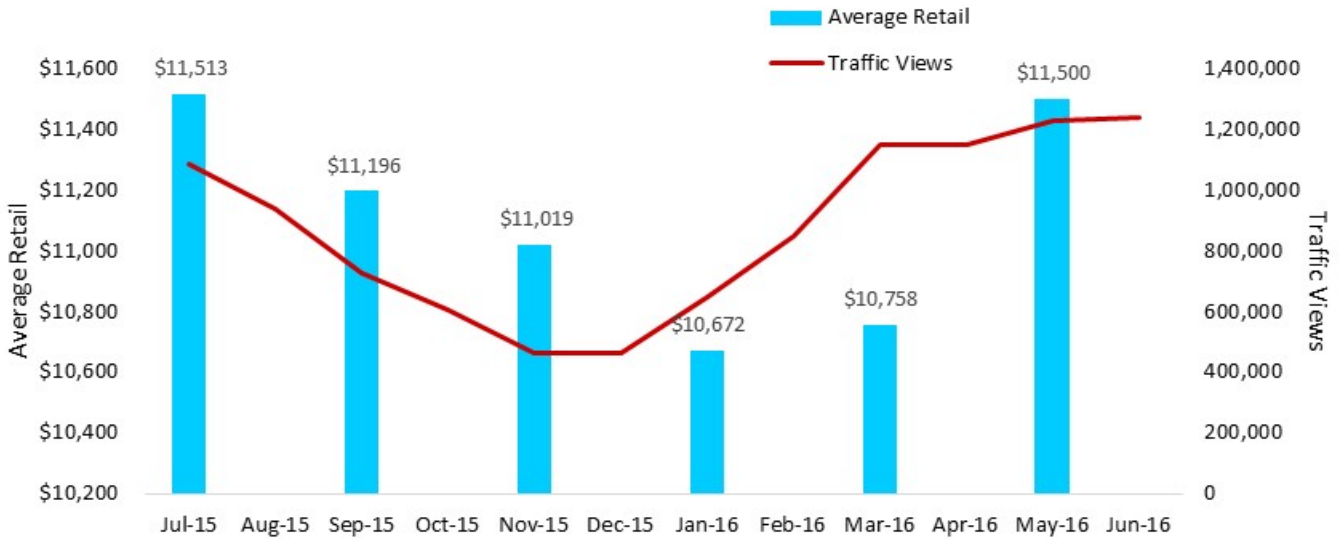
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$3,212	\$3,268	\$3,687	\$3,694	\$3,441	\$3,212
Values in 2015	\$3,150	\$3,330	\$3,782	\$3,713	\$3,531	\$3,427
Values in 2016	\$3,273	\$3,240	\$3,514	\$3,533		



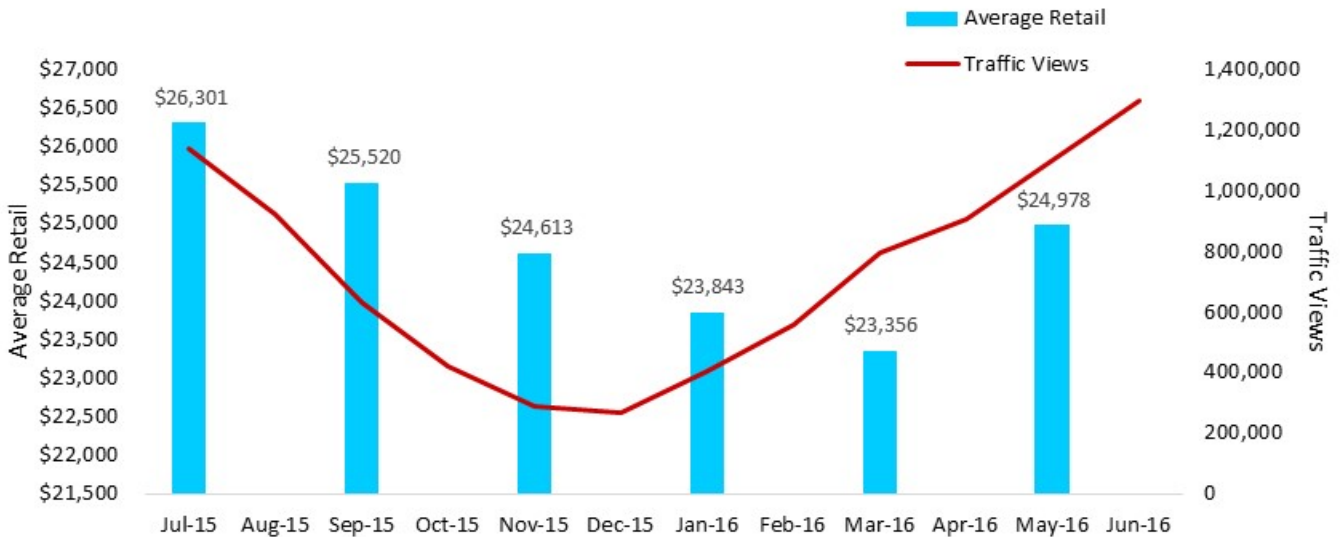
# Power Boat Values vs. Traffic

## Average Retail Value and Traffic Views by Category

### Outboard



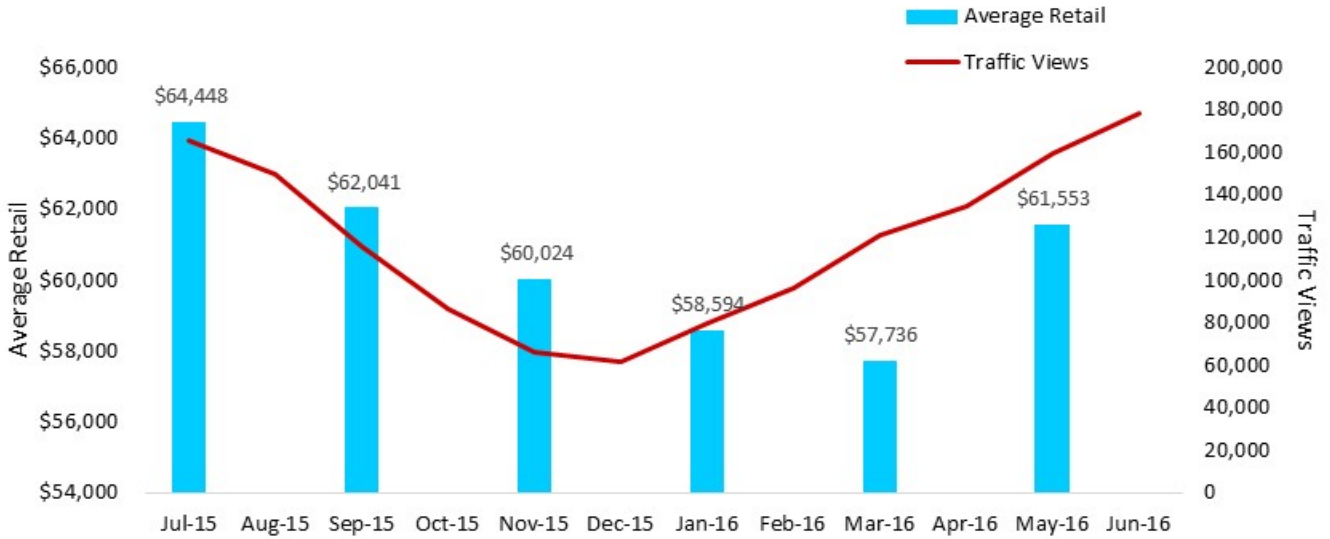
### Stern Drive



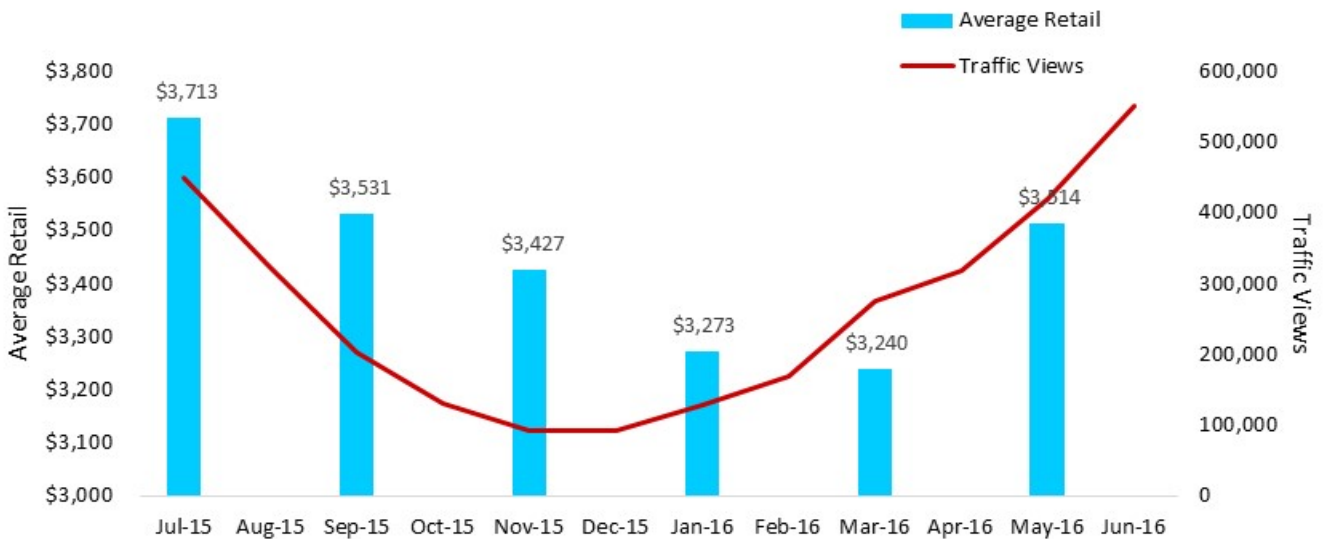
# Power Boat Values vs. Traffic

## Average Retail Value and Traffic Views by Category

### Inboard



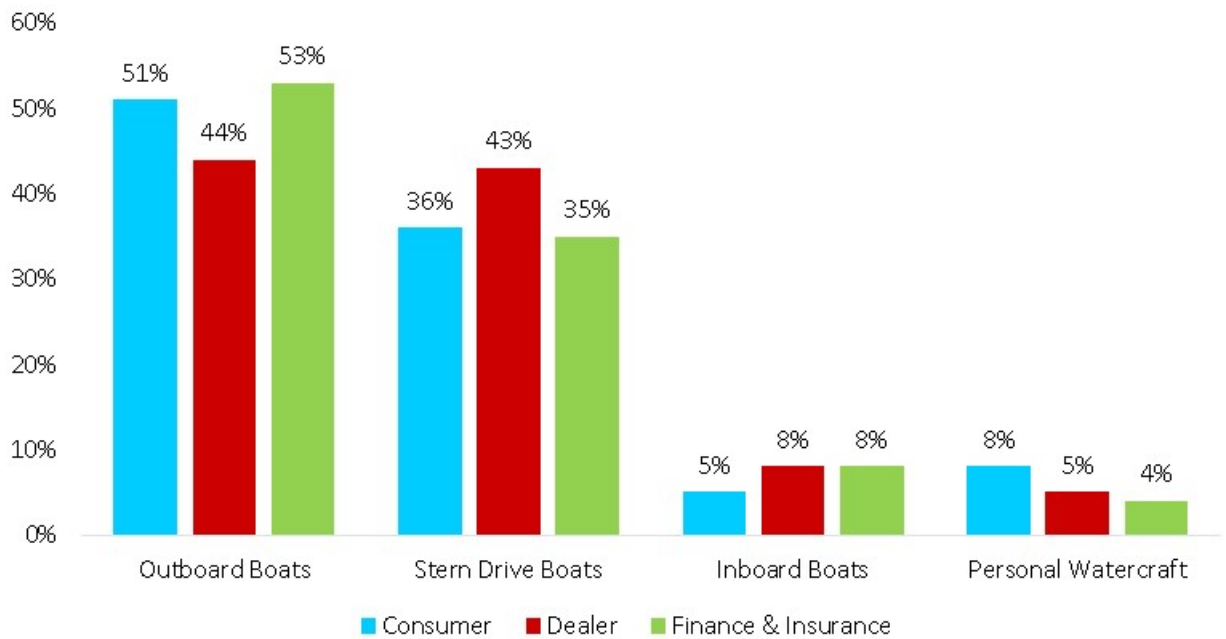
### Personal Watercraft



# Marine Categories

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Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2016 Q1-Q2

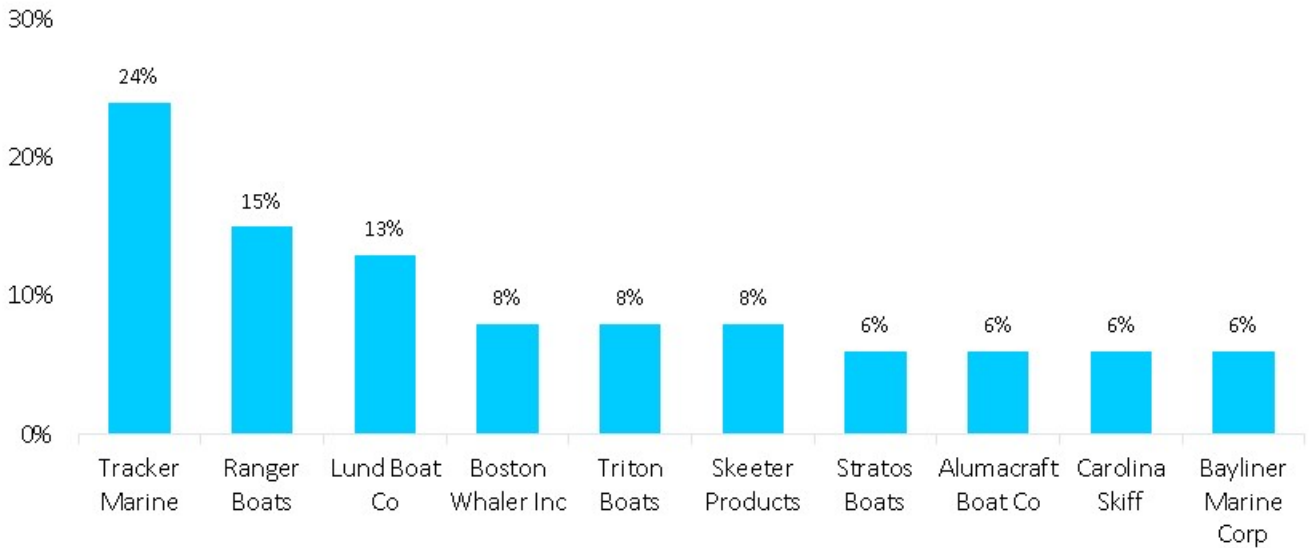




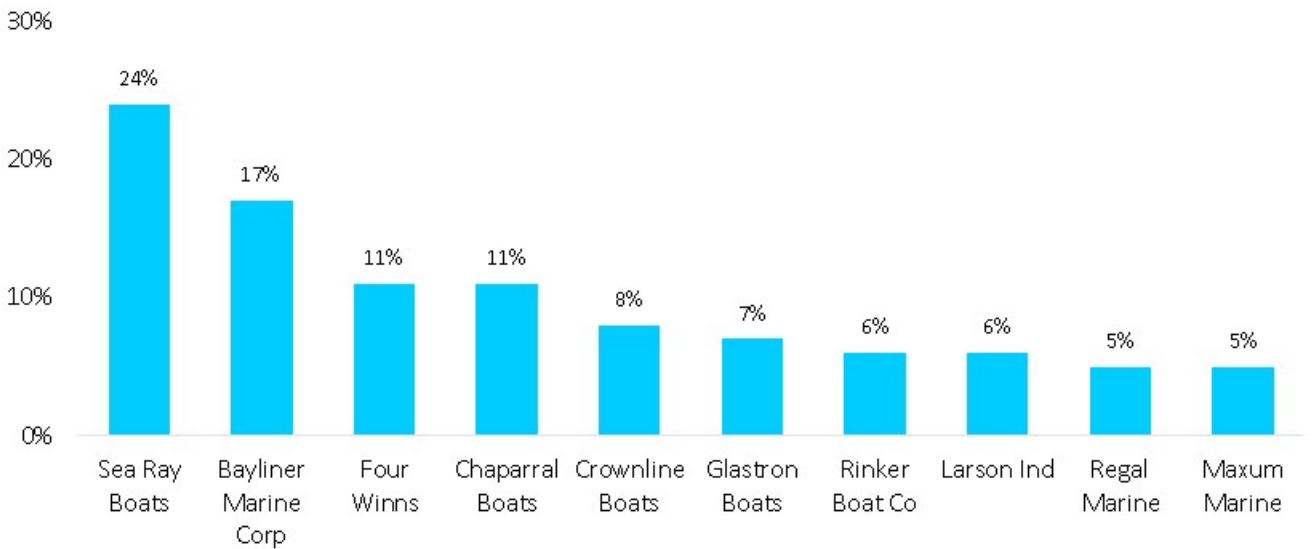
# Power Boat Brands

NADAguides.com Top Researched Brands in 2016 Q1-Q2

## Outboard Brands



## Stern Drive Brands

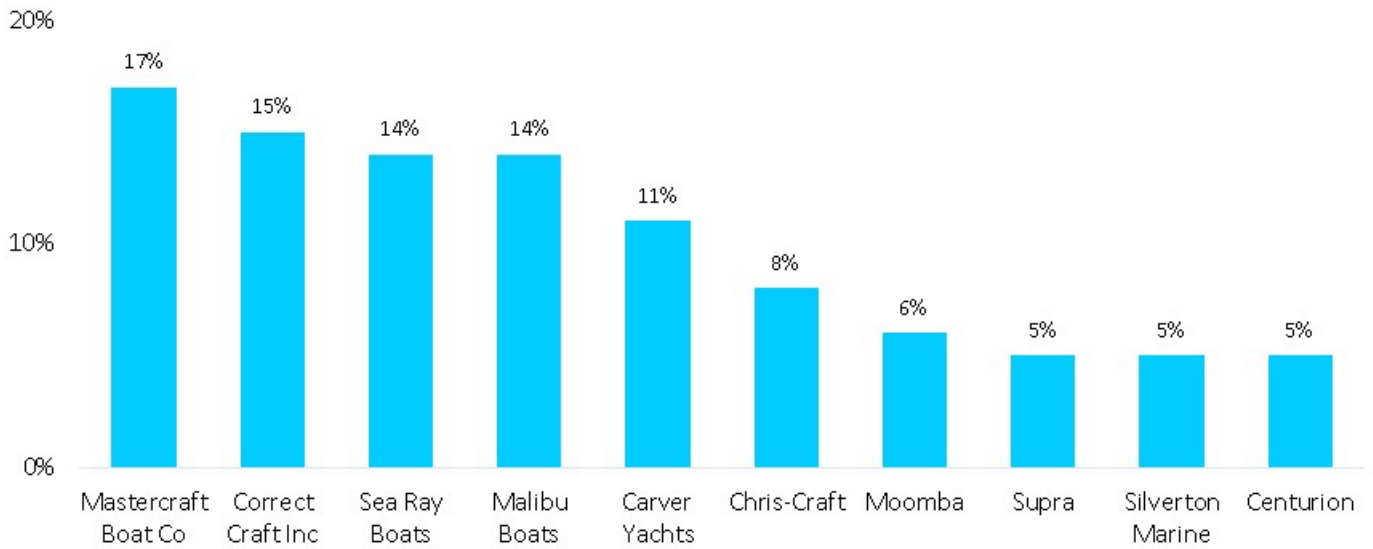


# Power Boat Brands

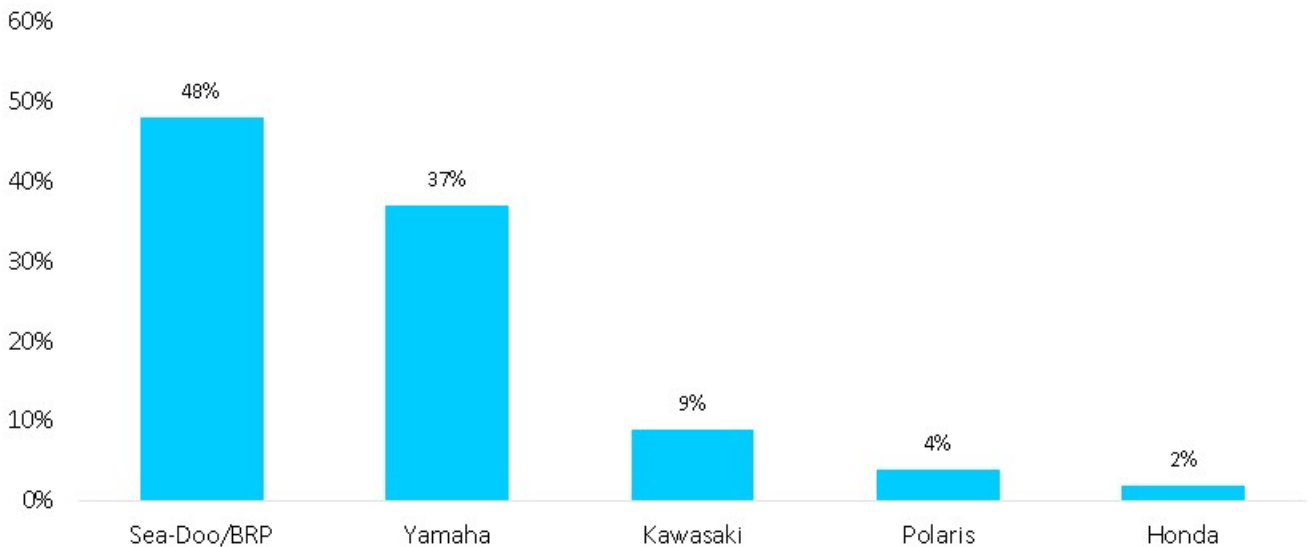
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NADAguides.com Top Researched Brands in 2016 Q1-Q2

## Inboard Brands



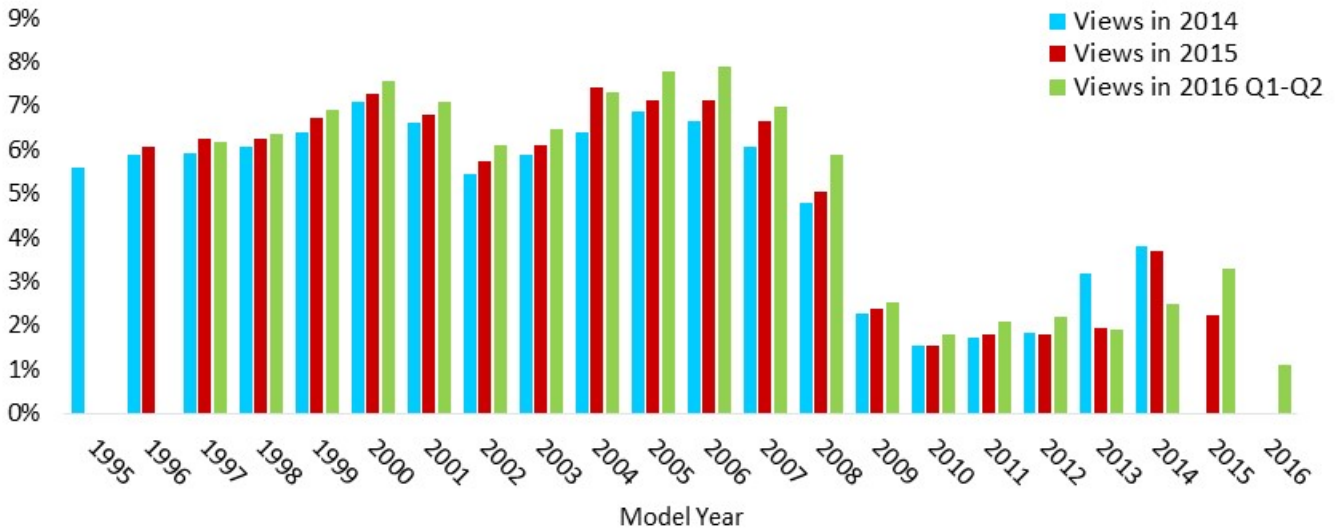
## Personal Watercraft Brands



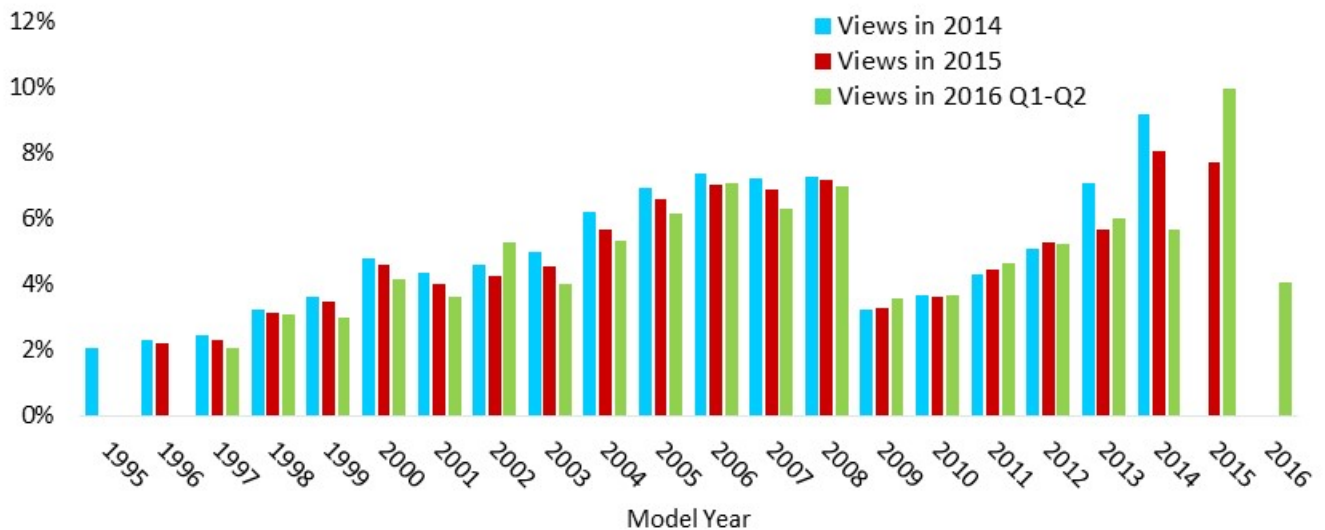
# Model Years

## NADAguides.com Top Researched Model Years by Category

### Stern Drive Boats



### Pontoon Boats



# New Models

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[NADAguides.com](http://NADAguides.com) Top Researched New 2016 Models

<b><u>Model</u></b>	<b><u>Make</u></b>	<b><u>Type</u></b>
1. PRO TEAM 175 TXW(**)	Tracker Marine	Outboard
2. PRO TEAM 175 TF(**)	Tracker Marine	Outboard
3. BASS BUGGY 18 DLX(*)	Tracker Marine	Pontoon
4. PRO 170(**)	Tracker Marine	Outboard
5. WAVE RUNNER VX DELUXE	Yamaha	Personal Watercraft
6. FISHIN BARGE 20 DLX(*)	Tracker Marine	Pontoon
7. PRO TEAM 190 TX(**)	Tracker Marine	Outboard
8. WAVE RNNR FX CRUISER HO	Yamaha	Personal Watercraft
9. WAVE RUNNER VX CRUISER	Yamaha	Personal Watercraft
10. PRO 160(**)	Tracker Marine	Outboard

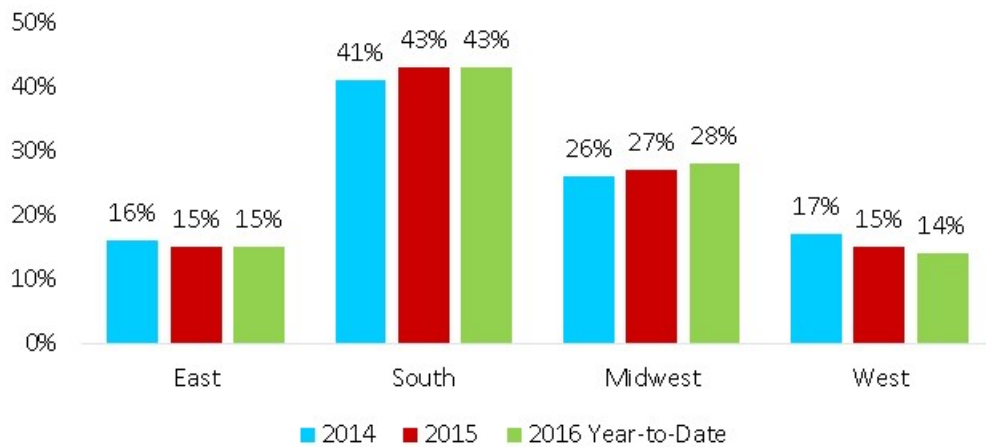


# Web Traffic by Region

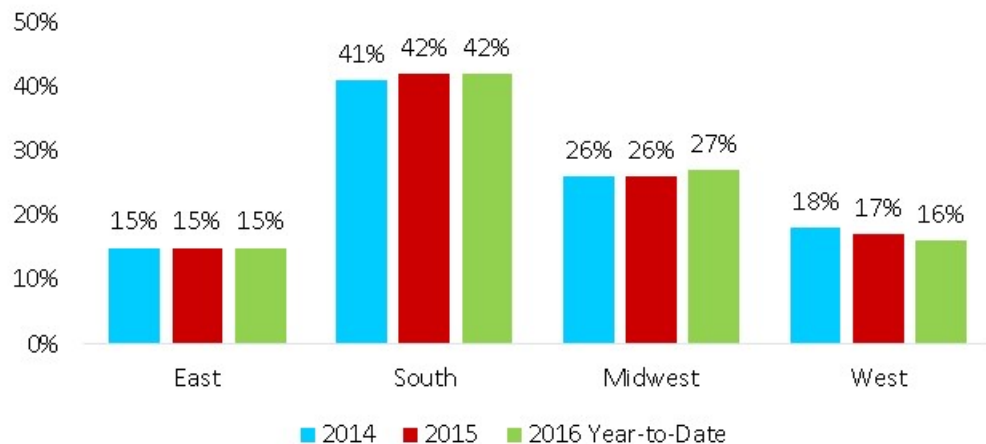
## Regional Distribution of NADAguides.com Traffic

The NADAguides marine data is based on national averages; however, our analysts recognize the significance of regional variance by unit type. The following charts represent consumer traffic based on four regions. Traffic percentages for 2014 and 2015 are offered as a comparison to the year-to-date 2016 traffic.

### Power Boats



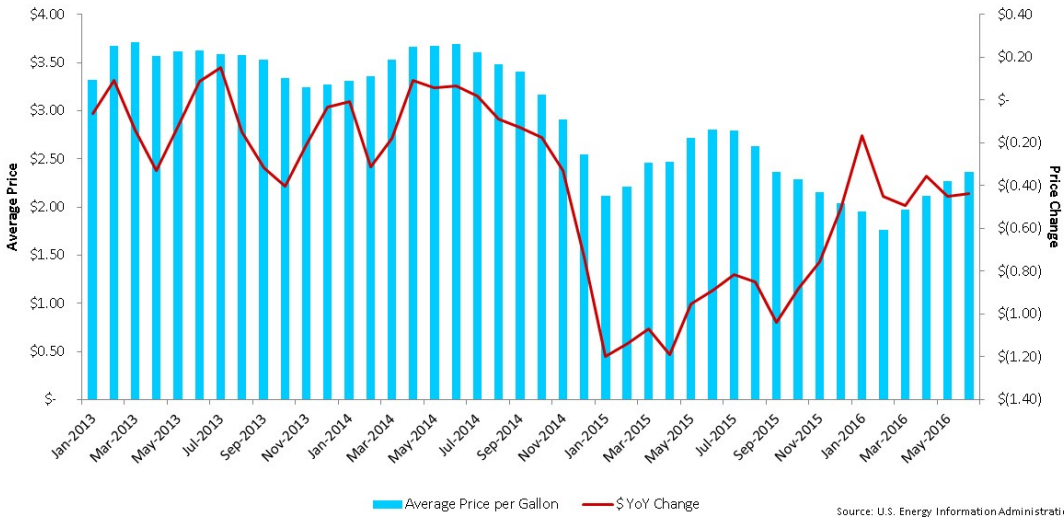
### Personal Watercraft



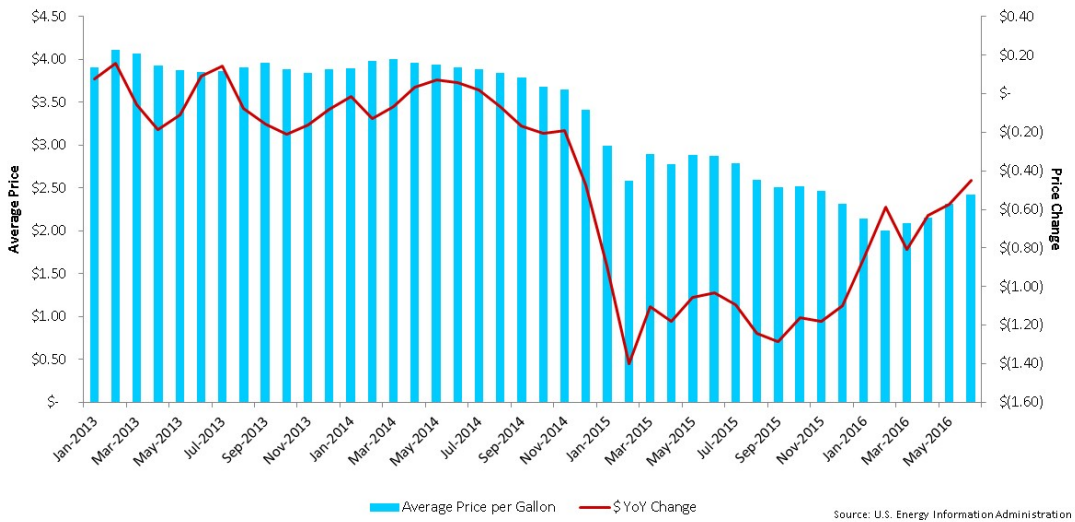
# Fuel Price Data

A view of the national average fuel prices and year-over-year change is supplied to provide support for longer-term strategic planning.

## Regular Grade Gasoline Prices (All Formulations)

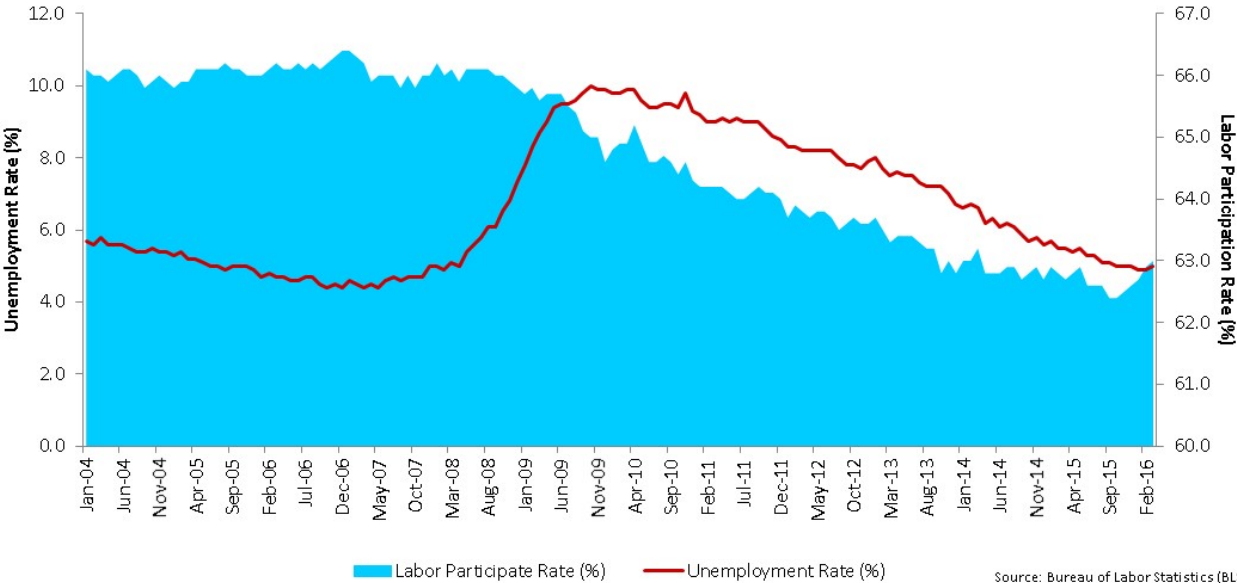


## On-Highway Diesel Fuel Prices



# Economic Data

### Unemployment & Labor Participation Rate (Seasonally Adjusted)



# NADAguides

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