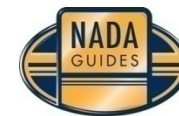


Guidelines

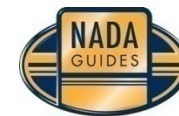
NADAguides Marine Industry Update

May - June 2013



Industry Overview

The marine industry continues to see a strong growth in sales...



Industry Overview...

Due to the cold weather conditions in most parts of the U. S., the 2013 Spring selling and boating seasons got off to a late start. Dealers are reporting that they are seeing more foot traffic and an increase in sales as the weather continues to get warmer.

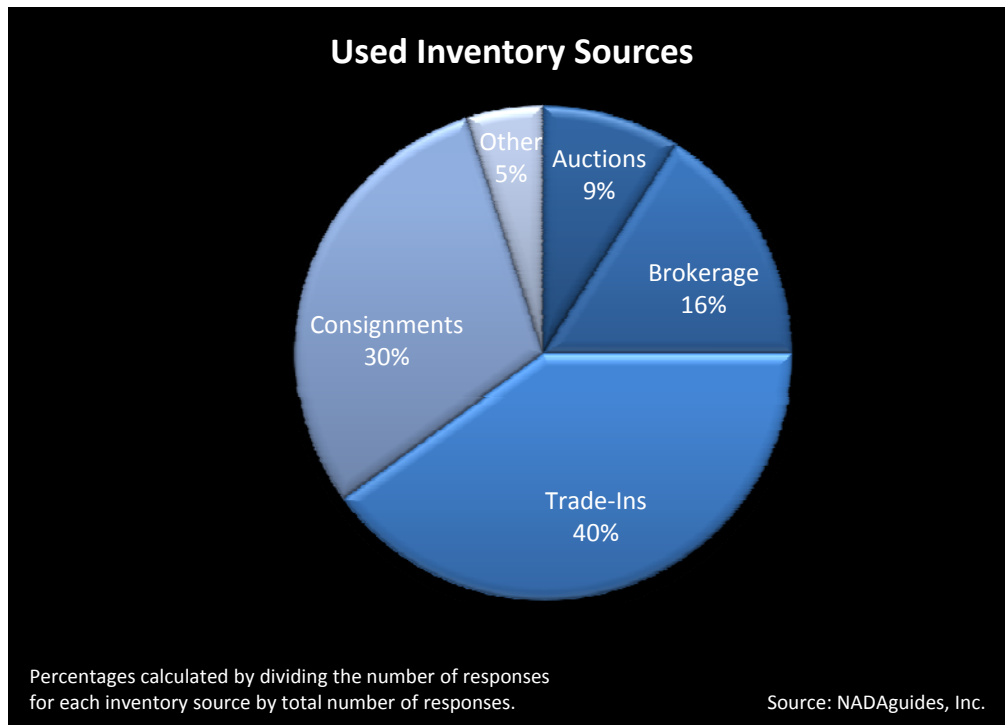
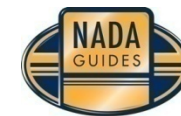


Figure 1.1

Figure 1.1 shows 40% of dealers reported, that their main source for obtaining used boat inventory is from consumer trade-ins. 30% reported their used boat inventory is from consignments. 9% of dealers report that inventory comes from auctions.

16 % responding report that they are marine brokerages.



The Power of Vehicle Information

Industry Overview...

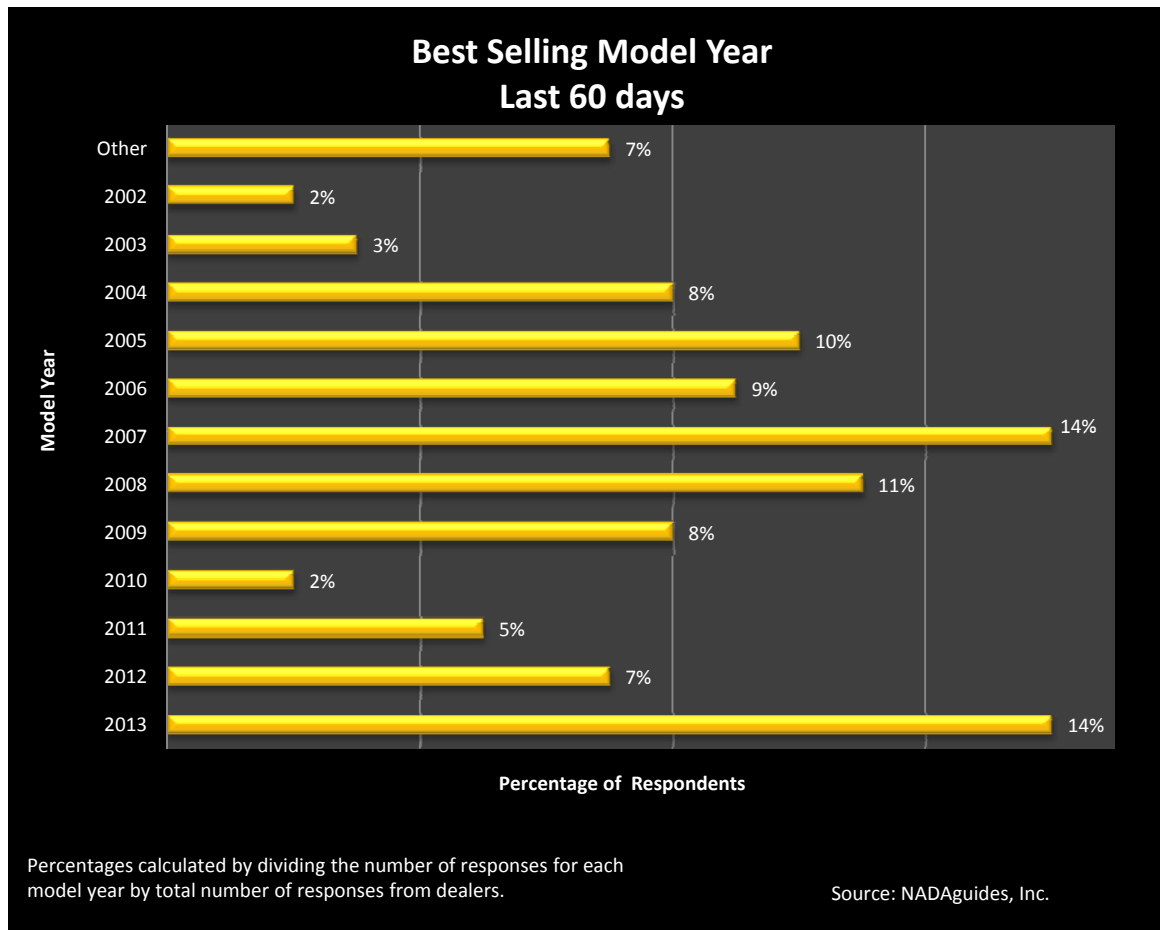
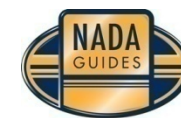


Figure 1.2

Over the last 60 days, 14% of dealers reported that the best selling model years are 2007 and 2013.

86% of responses falling into the used model year category indicates that the used market continues to be strong for the marine industry. However, sources tell us that manufacturers are making it more and more appealing to purchase a new unit.



The Power of Vehicle Information

Industry Overview...

Pontoons are still in high demand. 30% of dealers reported that pontoon boats are their best selling boat type in last 60 days. 20% reported that Outboard (fiberglass) boats were the best selling boat type on their lot within the last 60 days; as shown in Figure 1.3.

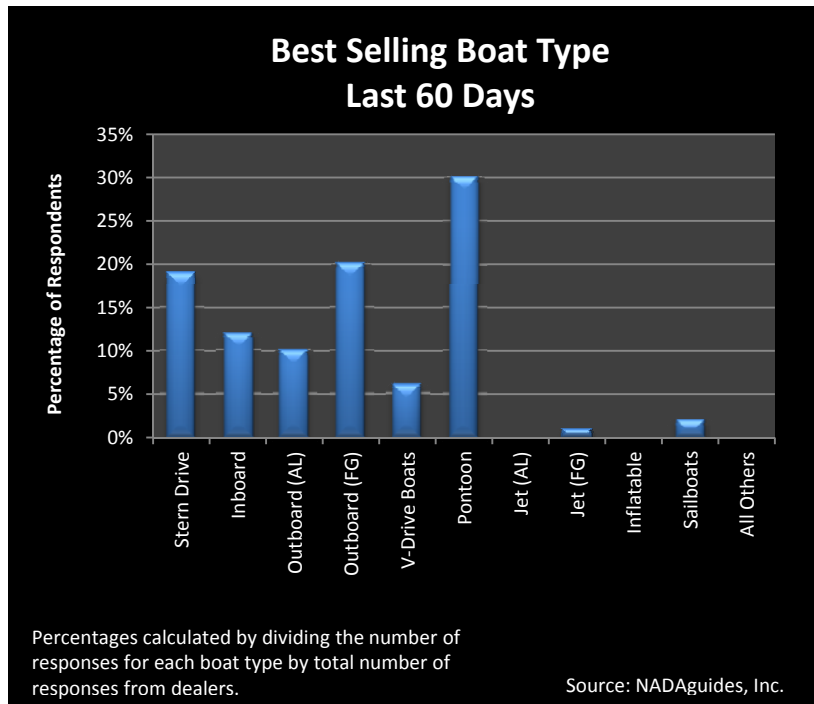


Figure 1.3

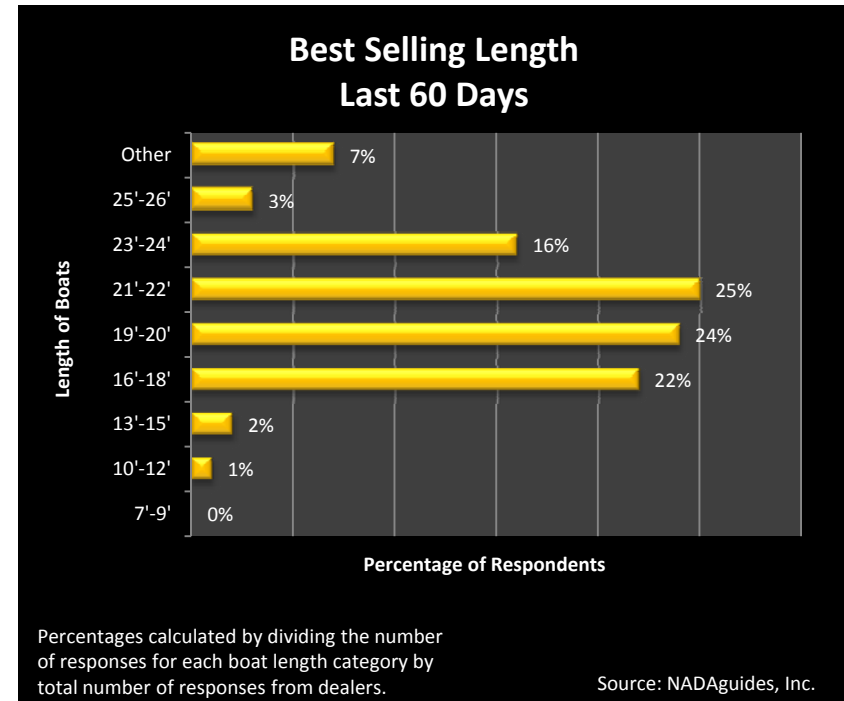
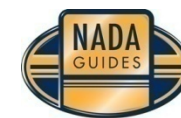


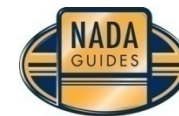
Figure 1.4

Smaller trailer-able boats continue to peak consumer interest. 25% of dealers reported that 21'-22' boat lengths were the best selling units on their lot in the past 60 days. The total results offer that the best selling boat lengths are from 16'-24'.



The Power of Vehicle Information

NADAguides Data Overview



Data Overview...

Average Trade-In

The chart shown in Figure 1.5 reflects the Boat Type, based on if the trade-in values were too low, about right, or too high as compared to their local market area.

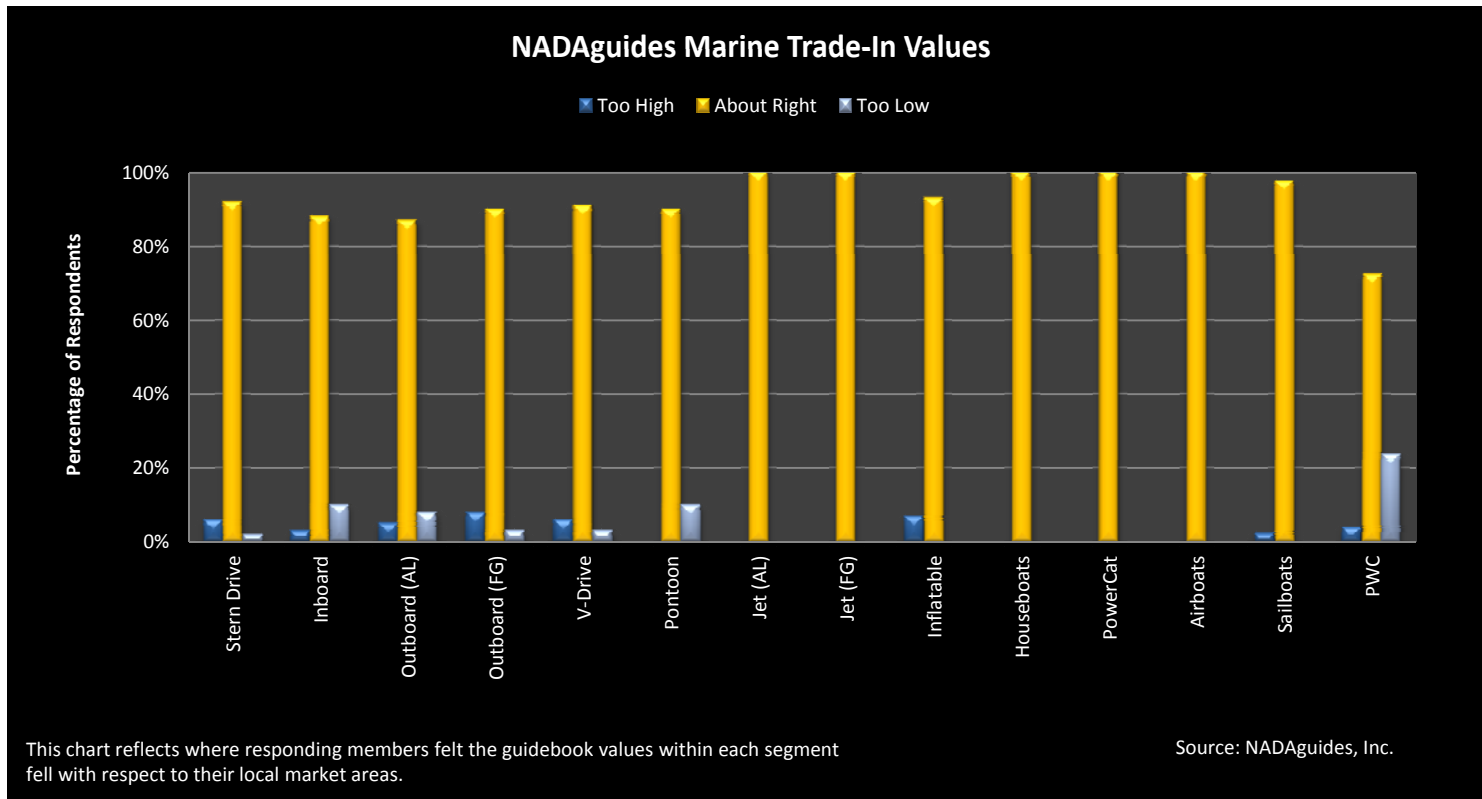
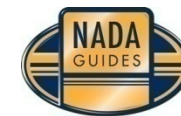


Figure 1.5



The Power of Vehicle Information

Data Overview...

Average Retail

The chart shown in Figure 1.6 reflects, by Boat Type, where the average retail values were too low, about right, or too high as compared to their local market area.

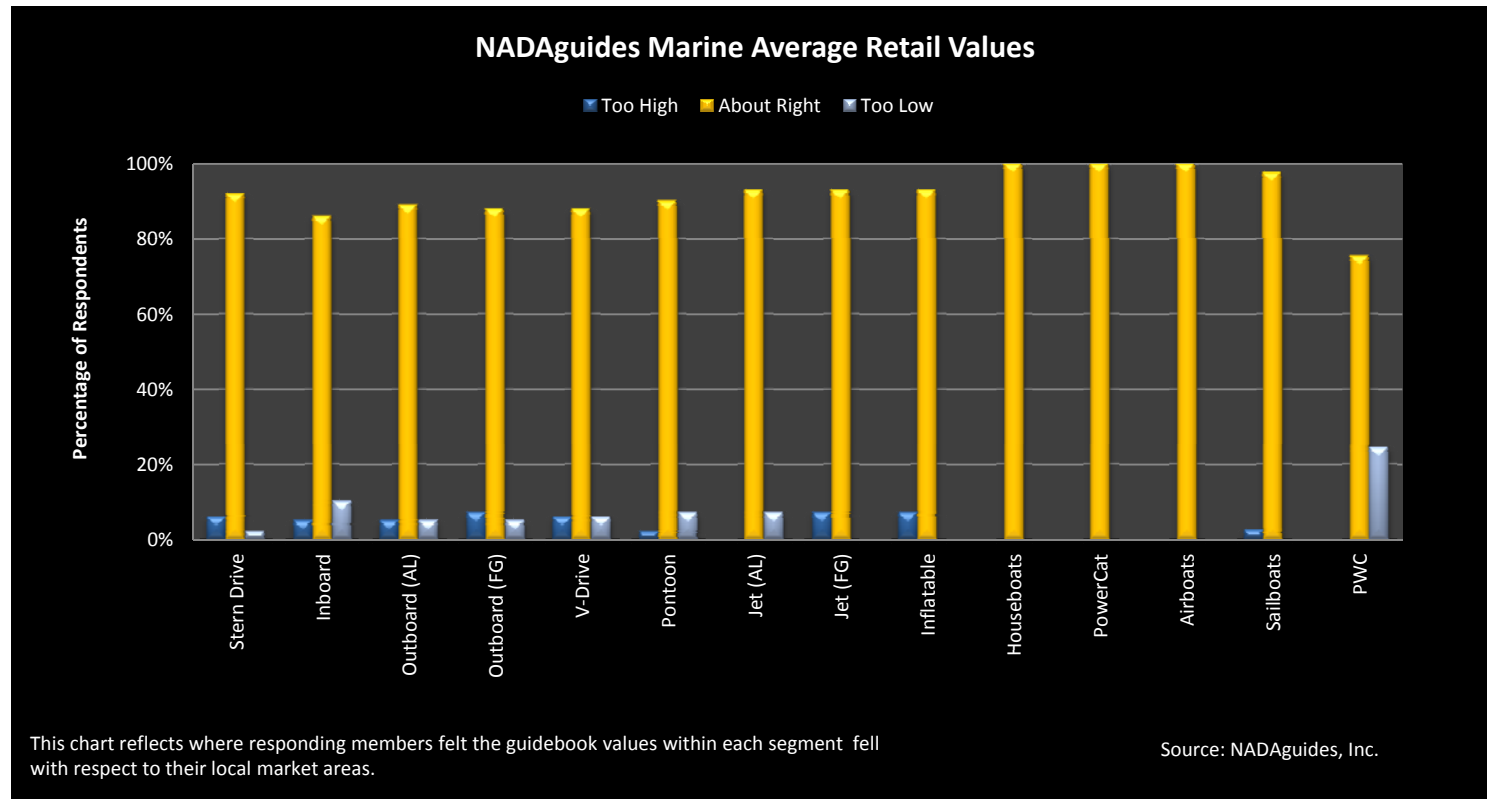
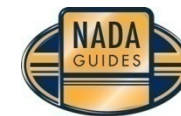


Figure 1.6



The Power of Vehicle Information

Data Overview...

High Retail

The chart shown in Figure 1.7 reflects, by Boat Type, where the high retail values were too low, about right, or too high as compared to their local market area.

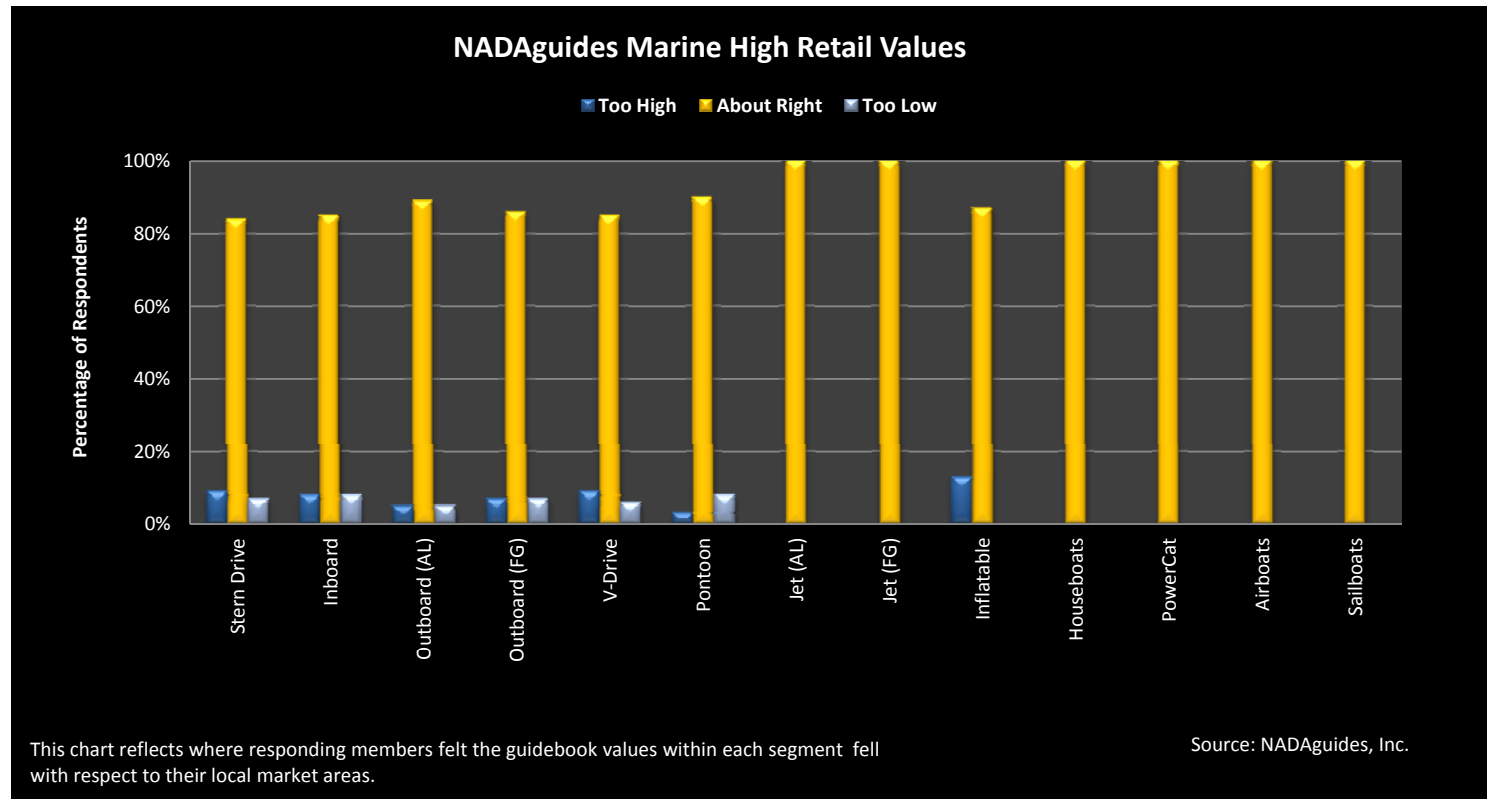
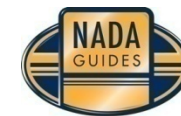


Figure 1.7



The Power of Vehicle Information

Data Overview...

Outboard Motors by Type

The chart shown in Figure 1.8 reflects, by fuel type, where the trade-in, average and high retail values of outboard motors were too low, about right, or too high as compared to their local market area.

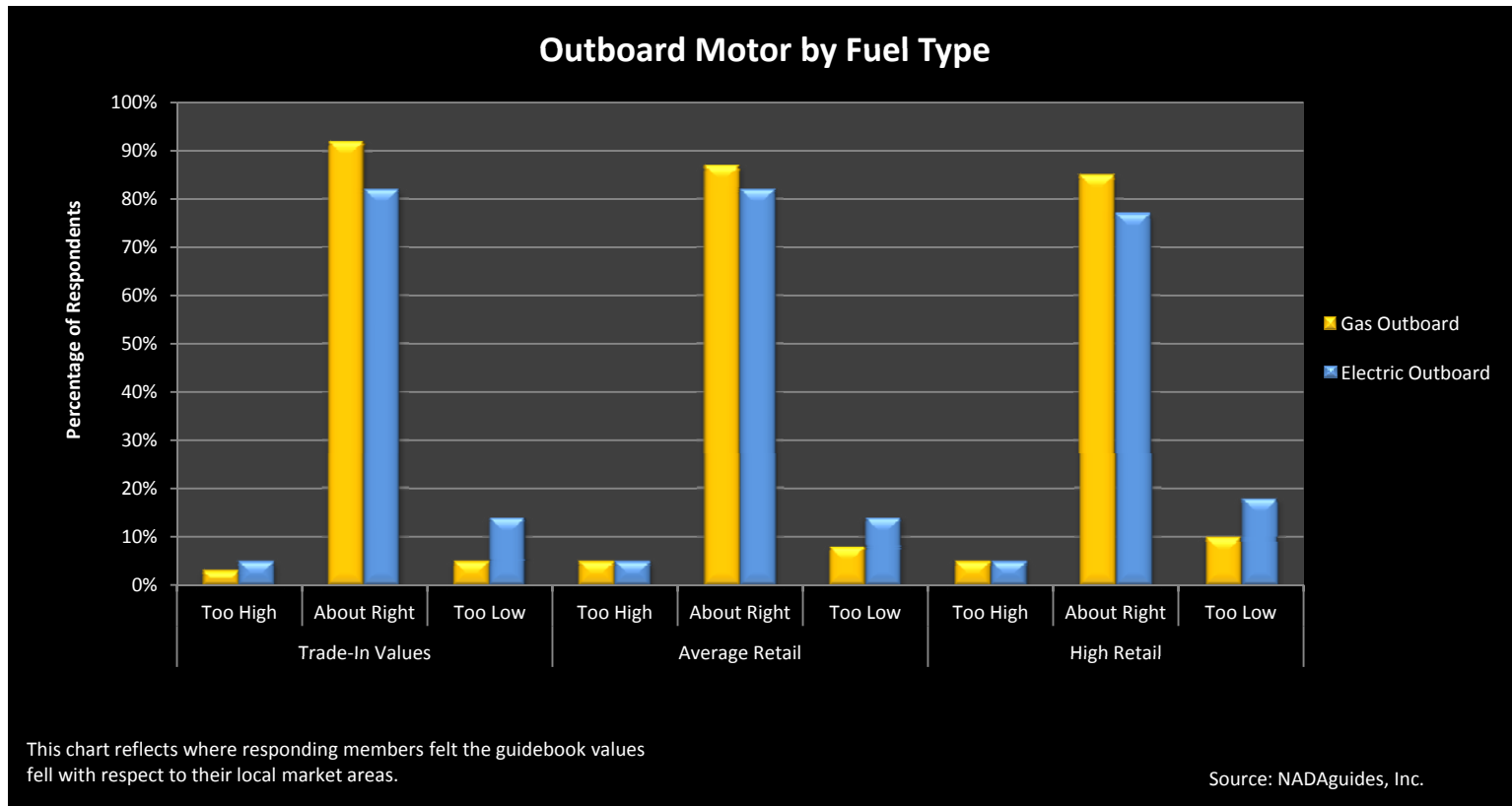
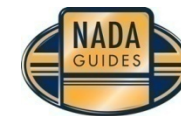


Figure 1.8



The Power of Vehicle Information

Data Overview...

Outboard Motors by Stroke

The chart shown in Figure 1.9 reflects, by stroke, where the trade-in, average and high retail values of outboard motors were too low, about right, or too high as compared to their local market area.

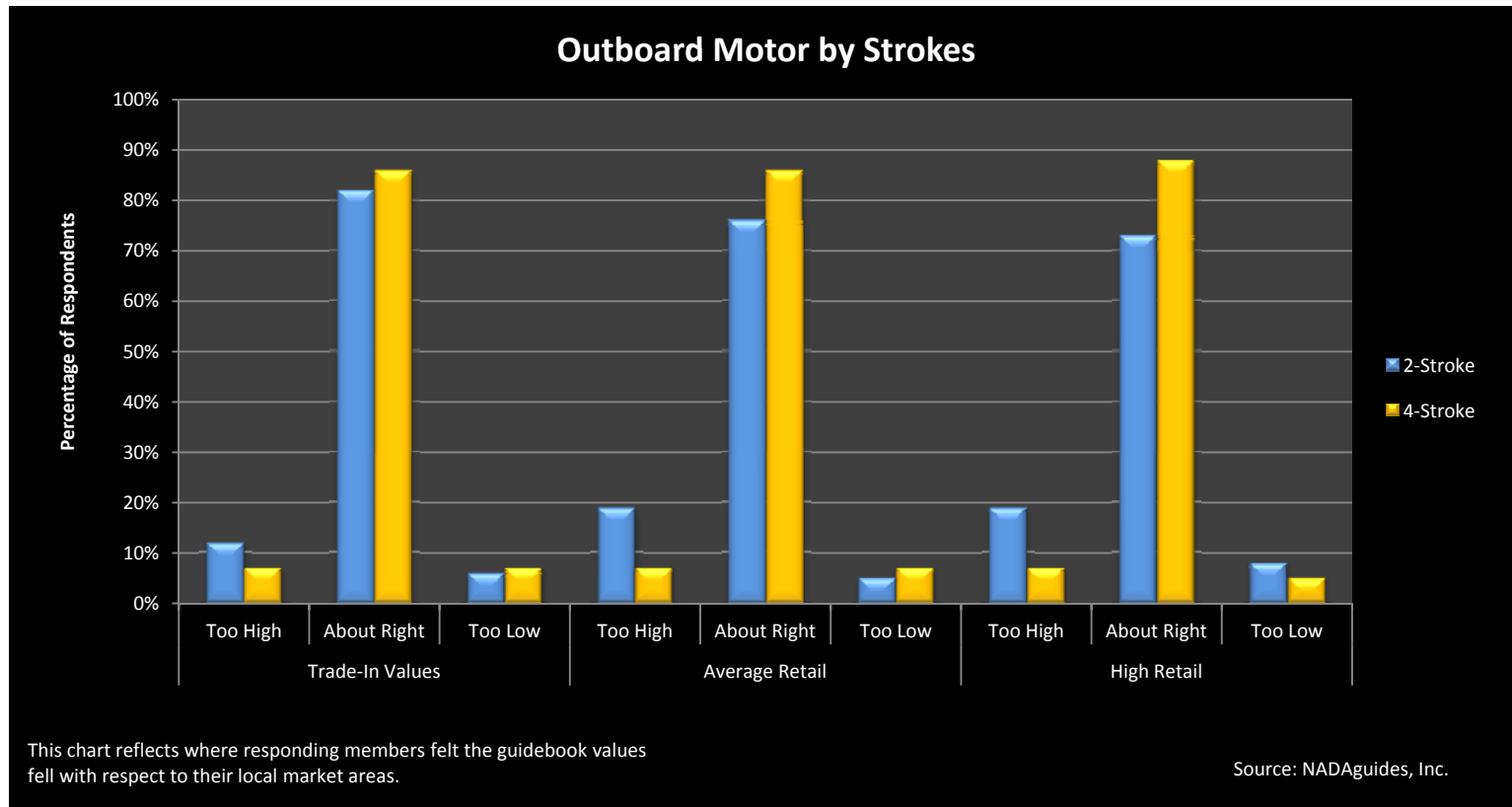
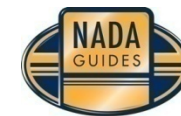
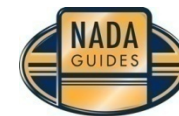


Figure 1.9



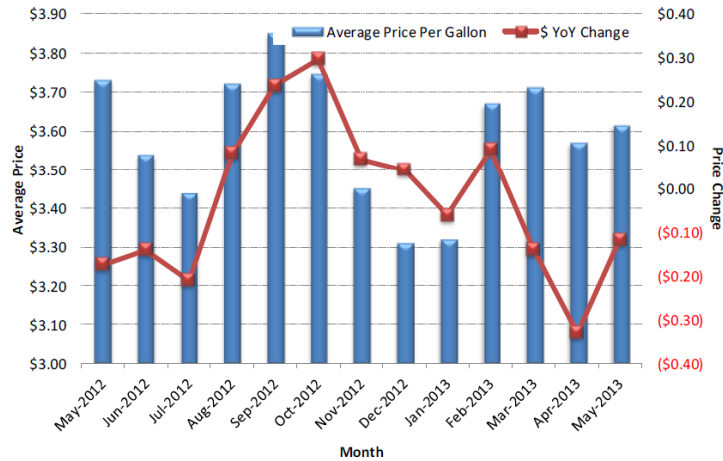
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Outside Influences



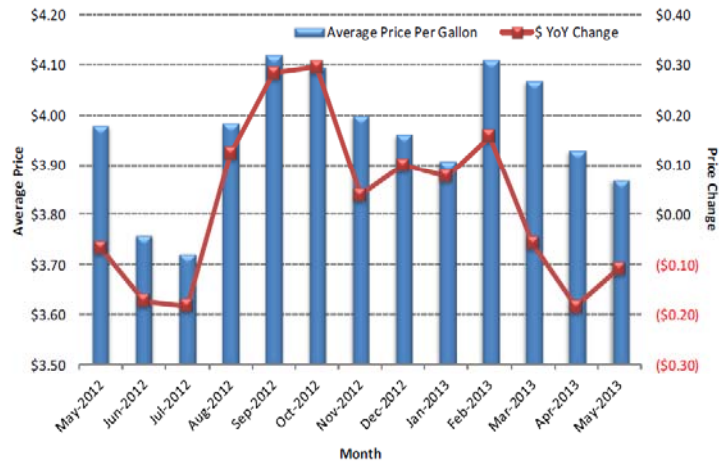
Fuel Prices

Regular Grade Gasoline Prices (all formulations)



Source: EIA

On-Highway Diesel Fuel Prices



Source: EIA

U.S Regular Gasoline Prices (dollars per gallon, all formulations)

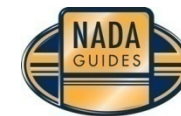
	May-13	Apr-13	May-12	Change From	
				Month Ago	Year Ago
US	\$3.62	\$3.57	\$3.73	● \$0.05	● (\$0.12)
East Coast	\$3.48	\$3.54	\$3.67	● (\$0.05)	● (\$0.19)
Midwest	\$3.73	\$3.54	\$3.65	● \$0.19	● \$0.09
Gulf Coast	\$3.36	\$3.38	\$3.52	● (\$0.02)	● (\$0.17)
Rocky Mountain	\$3.61	\$3.50	\$3.76	● \$0.11	● (\$0.14)
West Coast	\$3.91	\$3.88	\$4.22	● \$0.03	● (\$0.31)

Source: EIA

U.S On-Highway Diesel Fuel Prices (dollars per gallon)

	May-13	Apr-13	May-12	Change From	
				Month Ago	Year Ago
US	\$3.87	\$3.93	\$3.98	● (\$0.06)	● (\$0.11)
East Coast	\$3.87	\$3.96	\$4.03	● (\$0.10)	● (\$0.16)
Midwest	\$3.91	\$3.91	\$3.88	● (\$0.00)	● \$0.03
Gulf Coast	\$3.76	\$3.84	\$3.89	● (\$0.09)	● (\$0.13)
Rocky Mountain	\$3.83	\$3.87	\$4.00	● (\$0.04)	● (\$0.16)
West Coast	\$3.97	\$4.05	\$4.25	● (\$0.08)	● (\$0.28)

A view of the national average gas price and regional YoY change over the last year, is supplied to provide support to longer-term strategic planning.

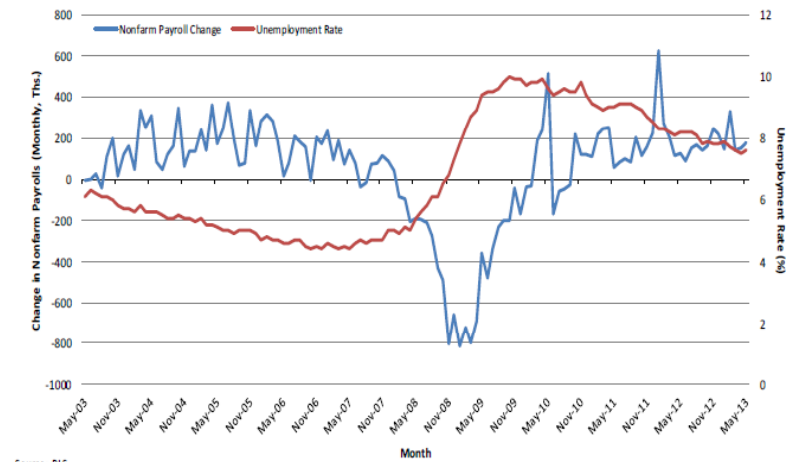


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Economic Drivers

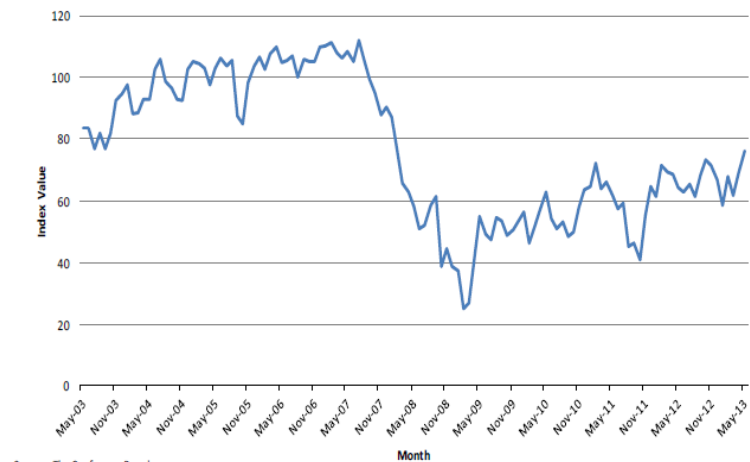
Employment

Total Nonfarm Payrolls & Unemployment Rate, SA



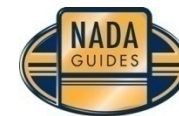
Source: BLS

Consumer Confidence Index



Source: The Conference Board

Economic Factors: Two of the most important factors affecting the marine industry today are the unemployment rate and consumer confidence. These factors can be interpreted to represent the consumer’s ability and willingness to make a new or used boat purchase.



The Power of Vehicle Information

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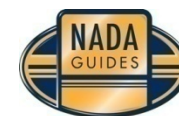
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