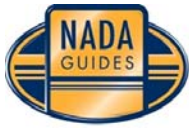


Market Insights

NADAguides Marine Market Update

May - June, 2014



Industry Overview

The Marine Industry got off to a late start in 2014 due to a frigid first quarter. 60% of retailers report that the 2014 selling season has been flat. Despite the slow start, sales in pontoons, personal watercraft, and outboard boats are showing slight increases over 2013 sales.

New pontoon boat sales continue to be strong with success attributed to new designs, technology, and versatility of this type of boat.

Sales in the stern drive segment have been weak; however, our analysts are watching closely as propulsion innovations have excitement building for lighter weight, smaller block, higher horsepower engines.

It is forecasted that temperatures this Summer will be warmer than average with more consumers on the water. On the economic front, indicators continue to support improvement in the economy. The combination of both good weather and strengthening consumer confidence will drive boaters to their local dealer. As the new boat market begins to gain in strength, we anticipate a softening of the used boat market.

Dealer Access to Used Boat Inventory

Trade-In

37%

Consignment

29%

Brokerage

23%

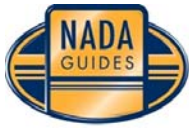
Other

7%

Auction

4%

Source: NADAguides, Inc.



NADAguides Data Overview

For the May 2014 update of NADAguides marine data, various marketplace indicators and dealer survey input supported slight upward movement of used prices across most categories.

Average Update-to-Update Change by Category

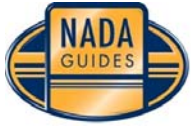
Powerboats	Sailboats	Personal Watercraft
0.9%	0.5%	1.3%

Source: NADAguides, Inc.

NADAguides Average Update-Over-Update Percent of Change by Unit Type				
Boat Type	Hull Type	Trade-In	Average Retail	High Retail
Airboat		→ 1.5	→ 2.1	↗ 3.1
Houseboat		→ 1.1	→ 1.6	→ 2.8
Inboard		→ 1.3	→ 2.0	→ 2.8
Inflatable		→ 1.2	→ 1.6	→ 2.5
Jet	Aluminum	→ 1.0	→ 1.9	→ 2.9
Jet	Fiberglass	→ 1.6	→ 2.6	↗ 3.3
Other		→ 1.0	→ 1.5	→ 2.0
Outboard	Aluminum	↓ -4.3	↓ -3.3	↘ -2.3
Outboard	Fiberglass	↓ -3.8	↘ -2.5	↘ -1.9
Personal Watercraft		→ 0.8	→ 1.3	→ 2.0
Pontoon		→ 0.3	→ 1.7	→ 2.4
Powercat		→ 2.6	↗ 3.1	↗ 3.9
Sailboat - Cat/Tri		→ 1.3	→ 1.9	→ 2.9
Sailboat - Monohull		↘ -1.8	↘ -1.0	↘ -0.5
Stern		→ 1.5	→ 1.9	→ 2.1
Utility/Jon Boats		↓ -6.0	↓ -4.5	↓ -4.0
V-Drive		→ 1.4	→ 2.6	↗ 3.5

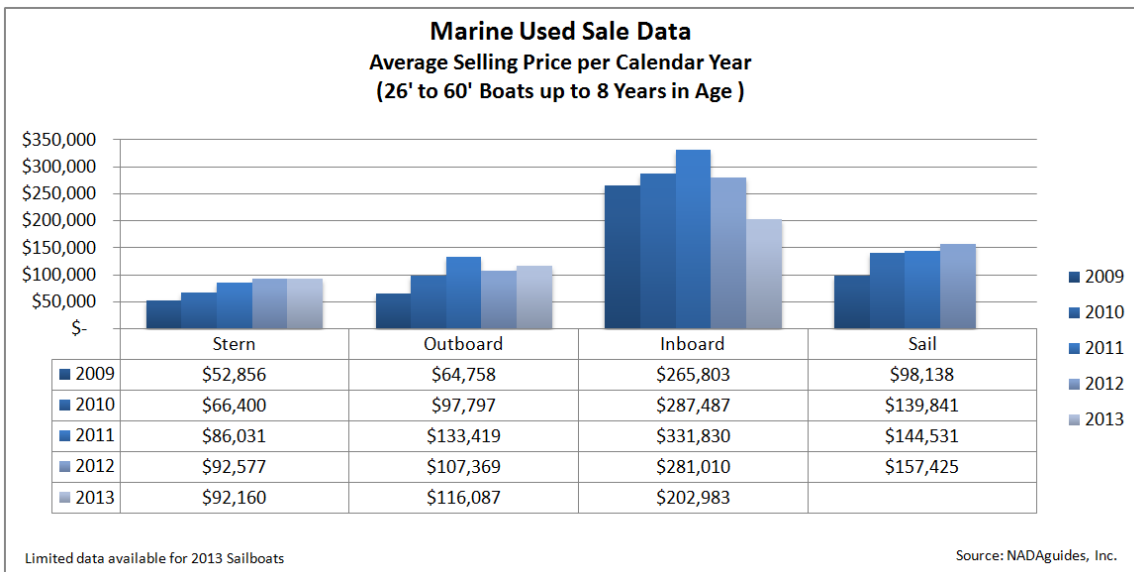
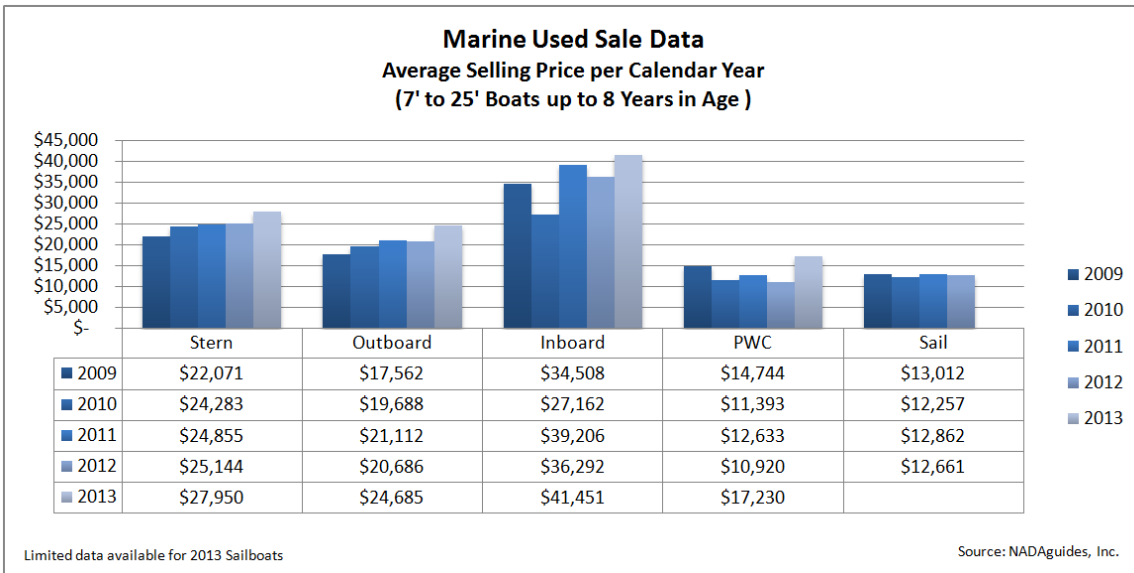
Figures represent the percent change, on average based on unit type, between the March 2014 update and the May 2014 update of the NADAguides Marine CONNECT.

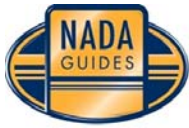
Source: NADAguides, Inc.



NADAguides Data Overview

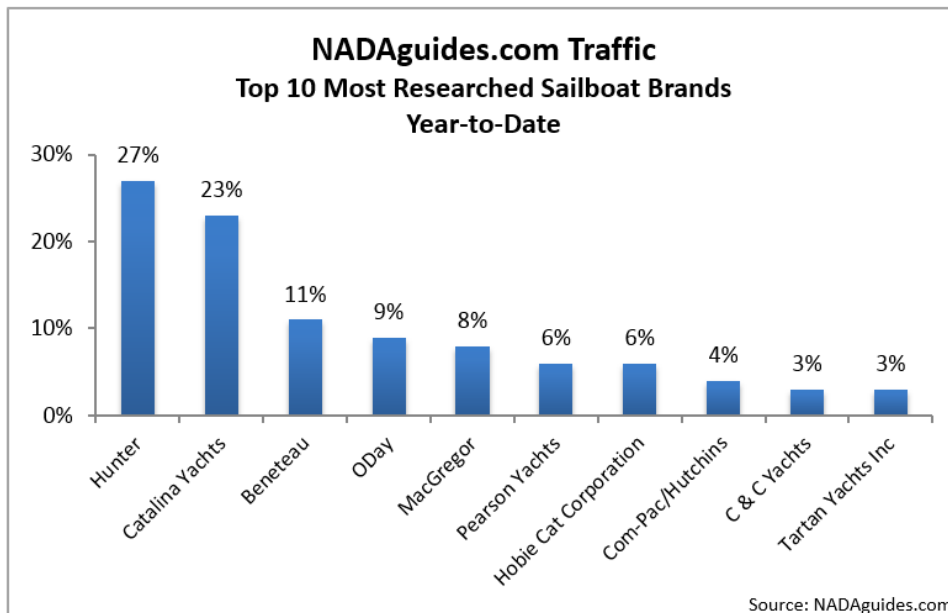
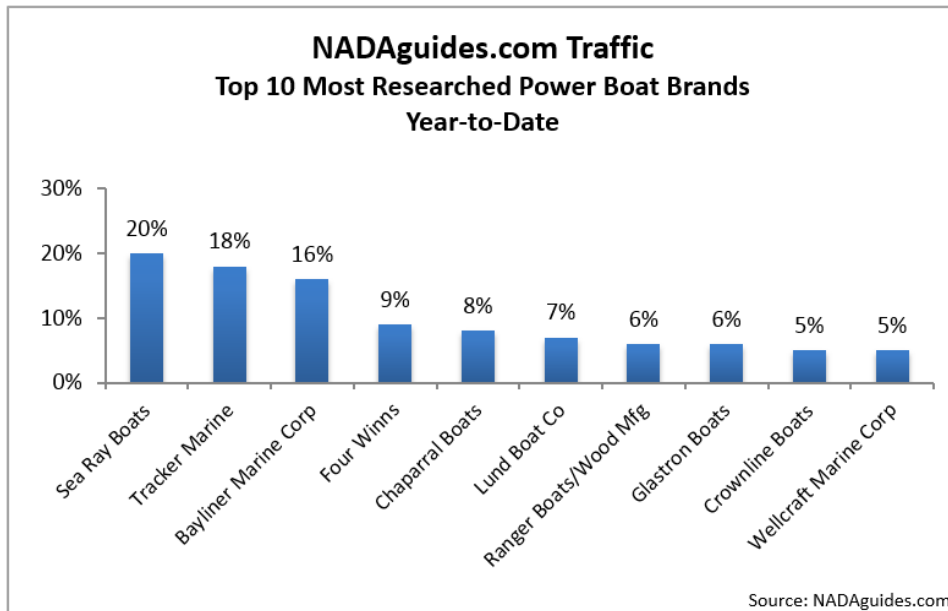
Data collection is an integral part of NADAguides analytic process. Each year thousands of used sales are collected, processed, and utilized in the creation of the NADAguides products. Included in the Data Overview section of the NADAguides Market Insights, readers will find the average selling price, by category, in each of the last five years.

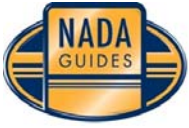




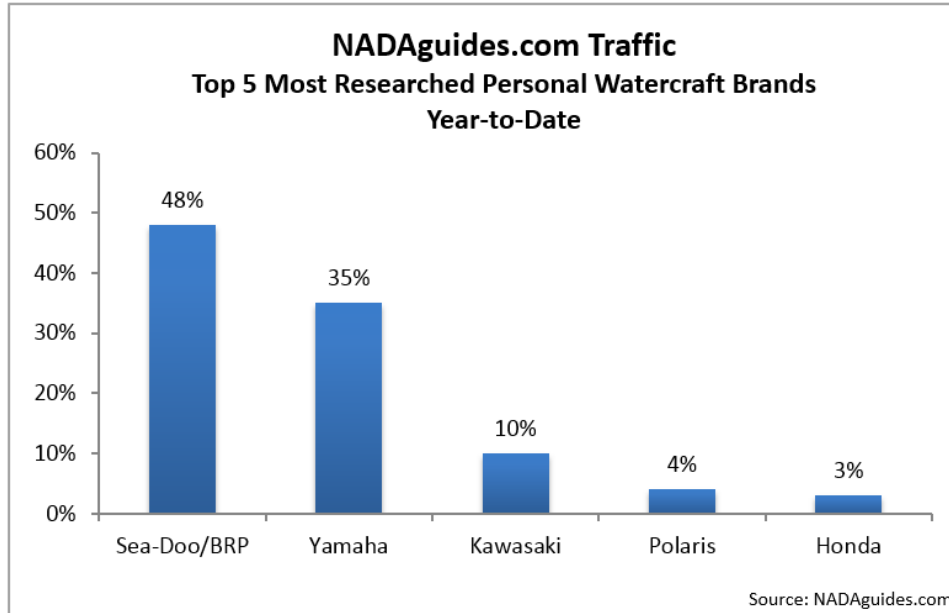
NADAguides Consumer Overview

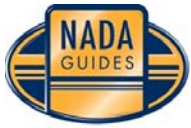
NADAguides.com offers a broad range of information and services to consumers in the market to buy, sell, trade, or simply shop for a boat or personal watercraft. Consumer behavior is a key indicator in predicting market activity. Included in the Consumer Overview section of the NADAguides Market Insights, readers will find the most researched brands by category and regional activity for January-May 2014.





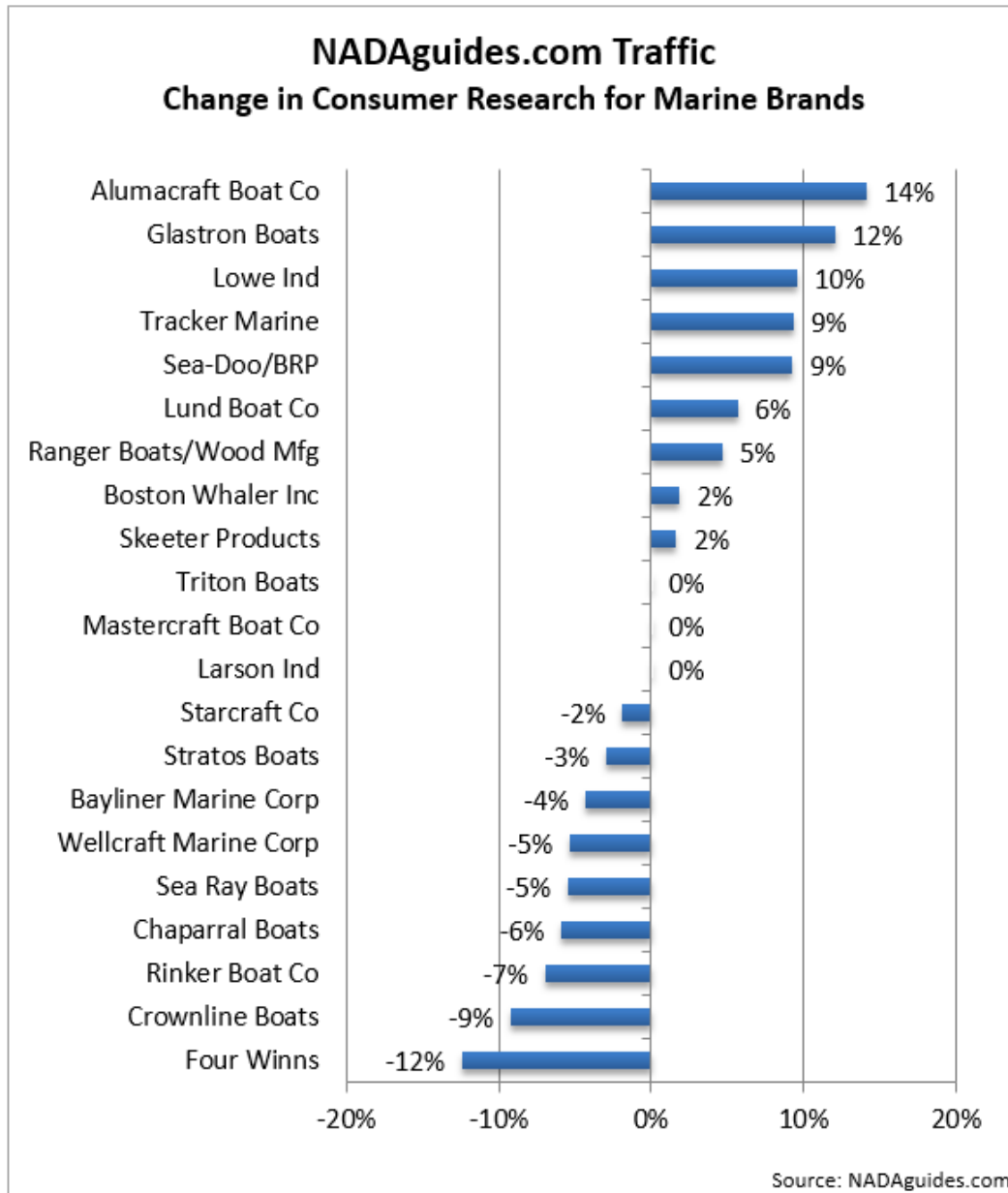
NADAguides Consumer Overview

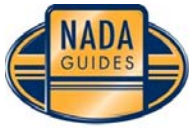




NADAguides Consumer Overview

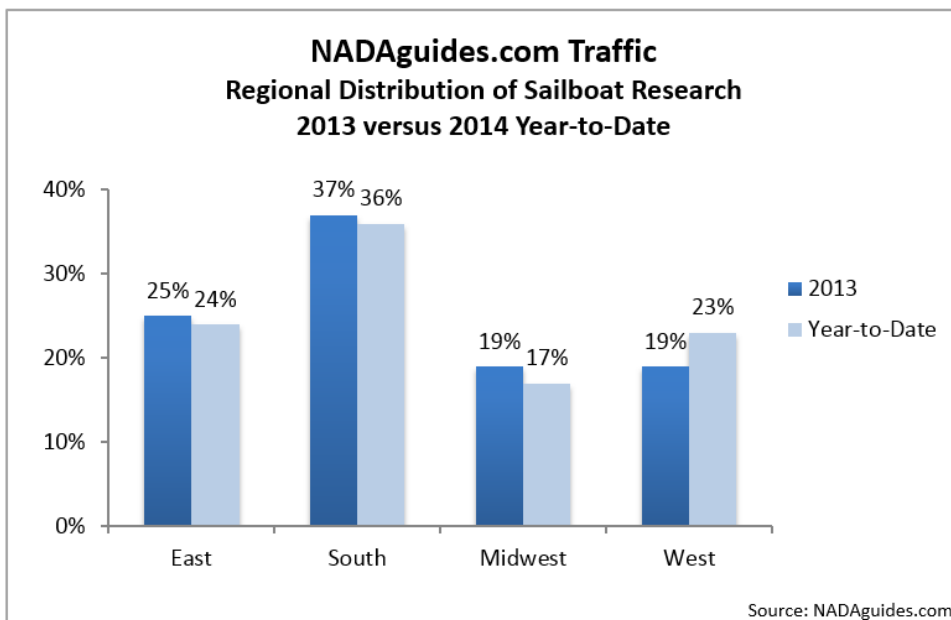
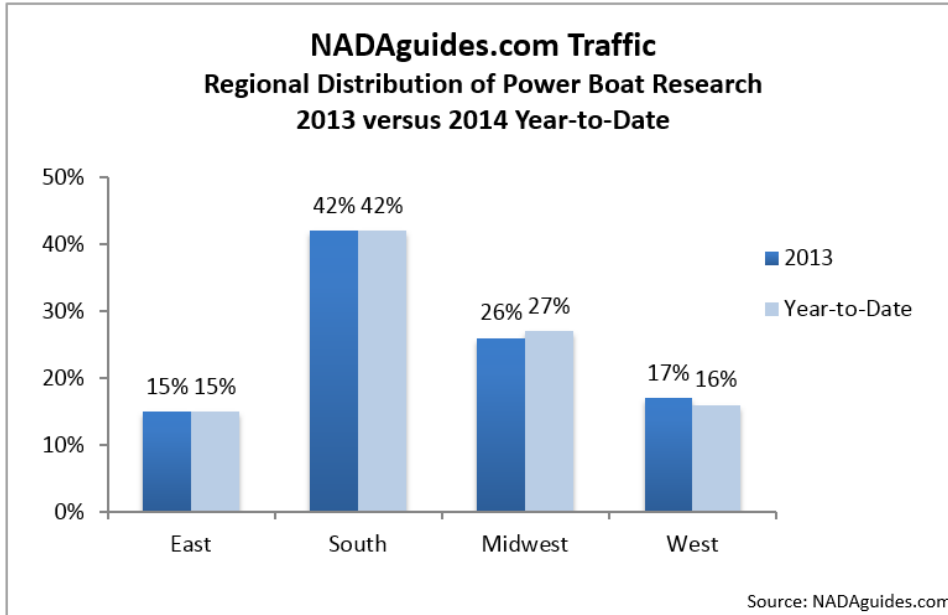
The figures below are based on consumer boat traffic on NADAguides.com and are calculated by comparing the change in percentage of lookups, for the top 20 researched manufacturers, January-May 2013 as compared to January-May 2014.

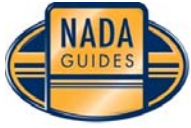




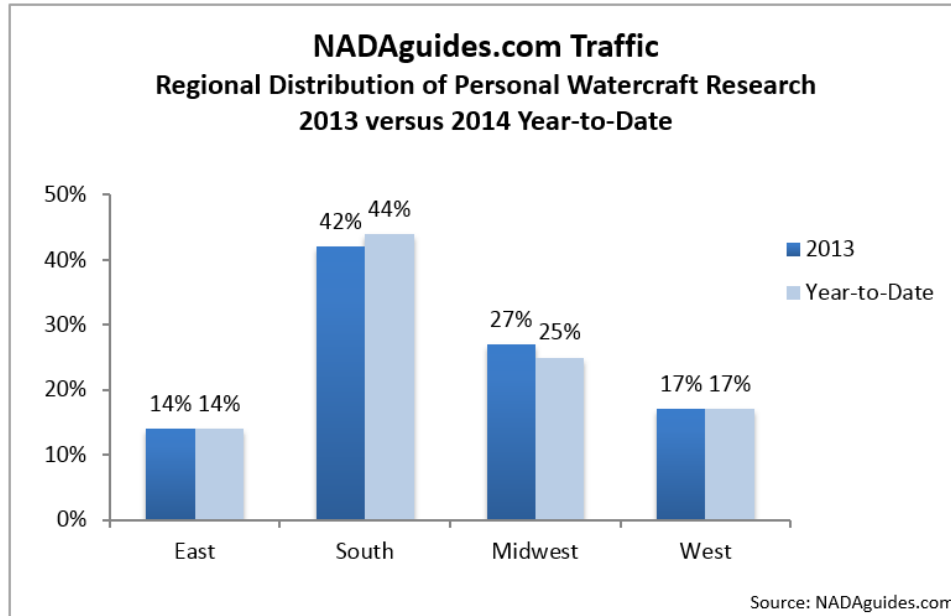
NADAguides Consumer Overview

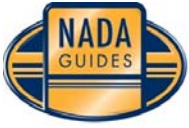
The NADAguides marine data is based on national averages; however, our analysts recognize the significance of regional variance by unit type. The following charts represent consumer traffic based on four regions. Traffic percentages for 2013 are offered as a comparison to the year-to-date 2014 traffic.





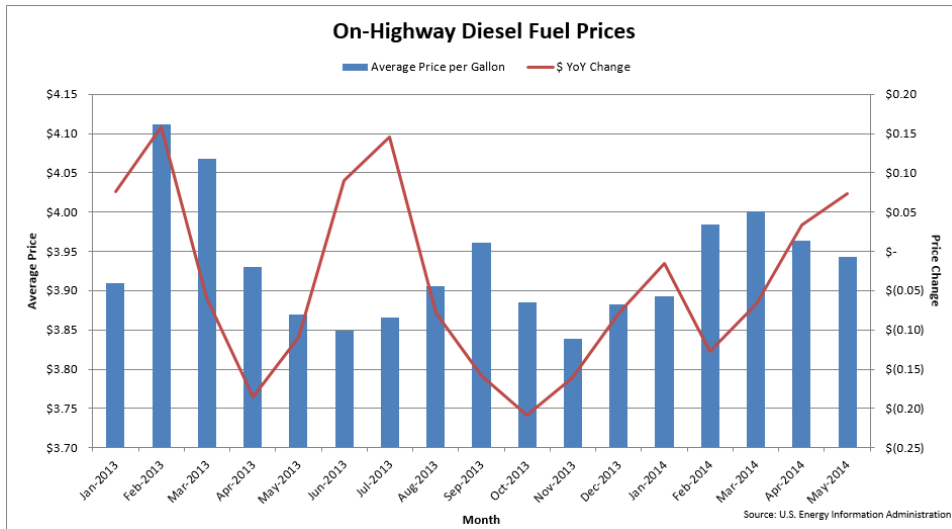
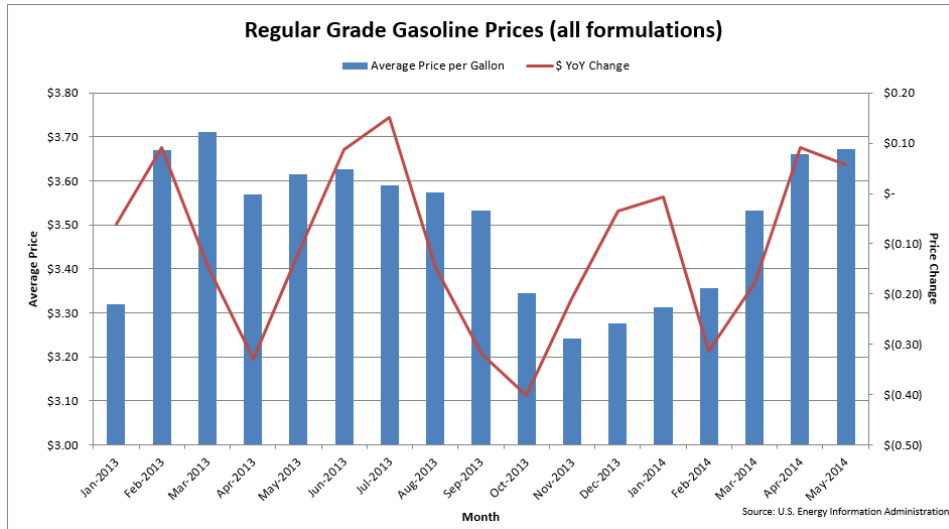
NADAguides Consumer Overview

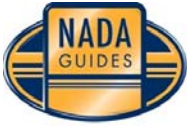




Fuel Price Data

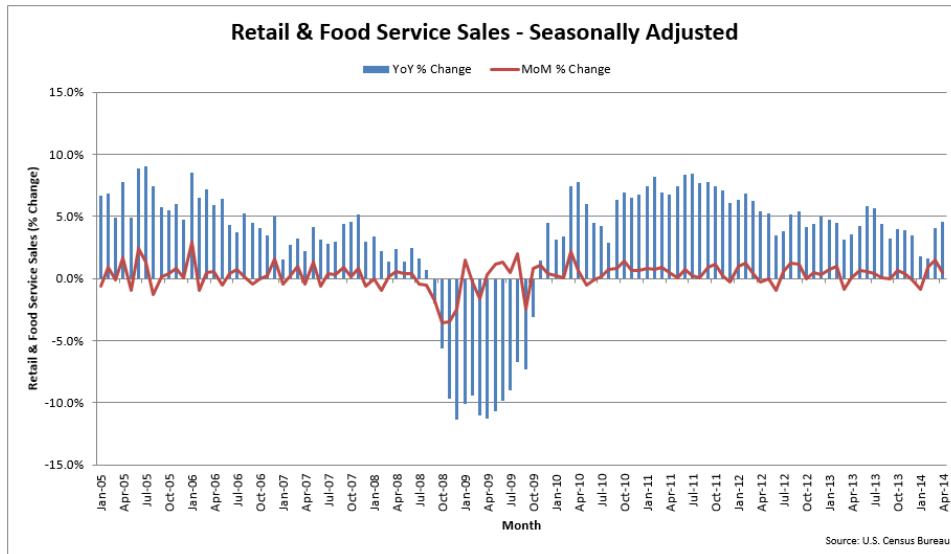
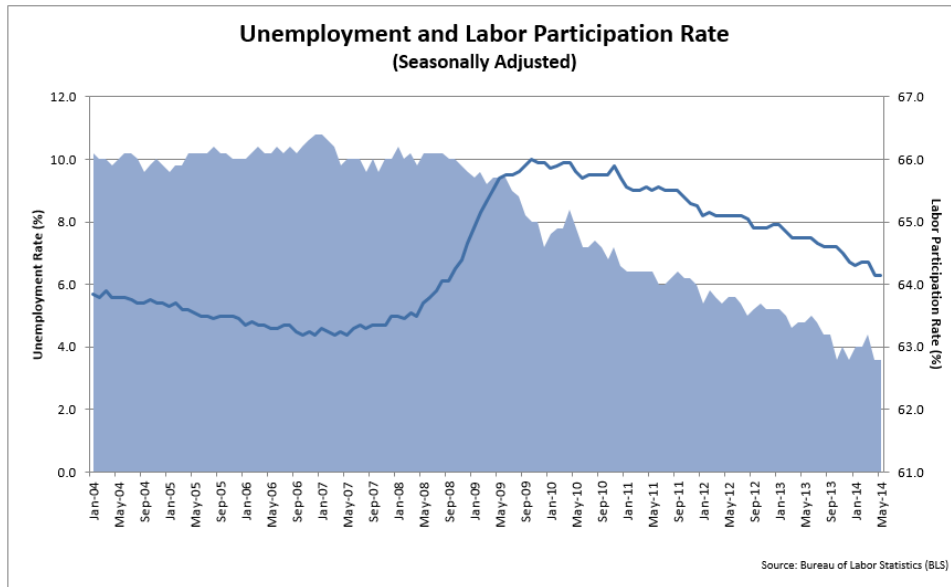
A view of the national average gasoline prices and year-over-year change is supplied to provide support for longer-term strategic planning.

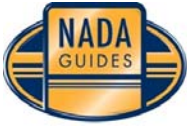




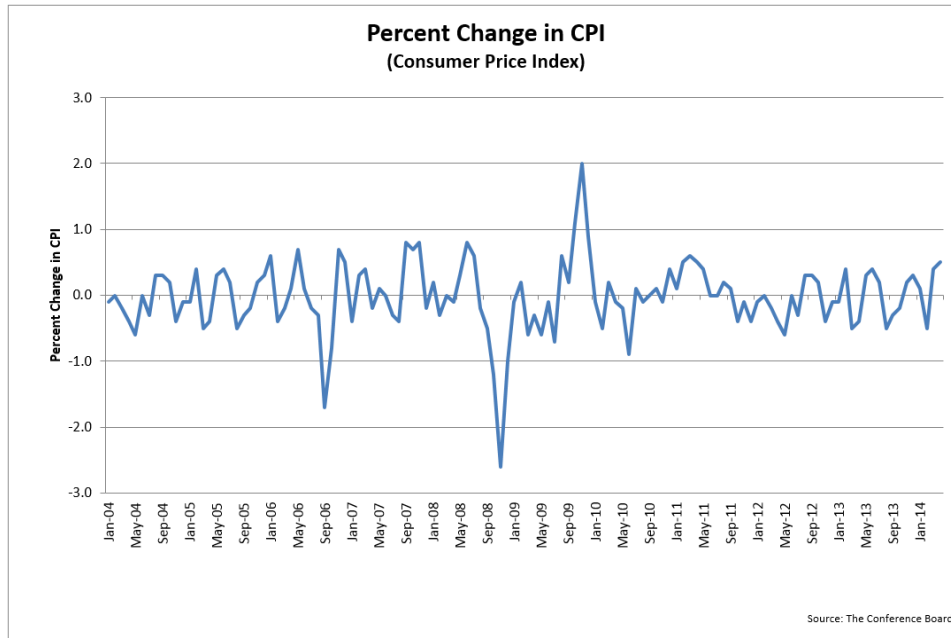
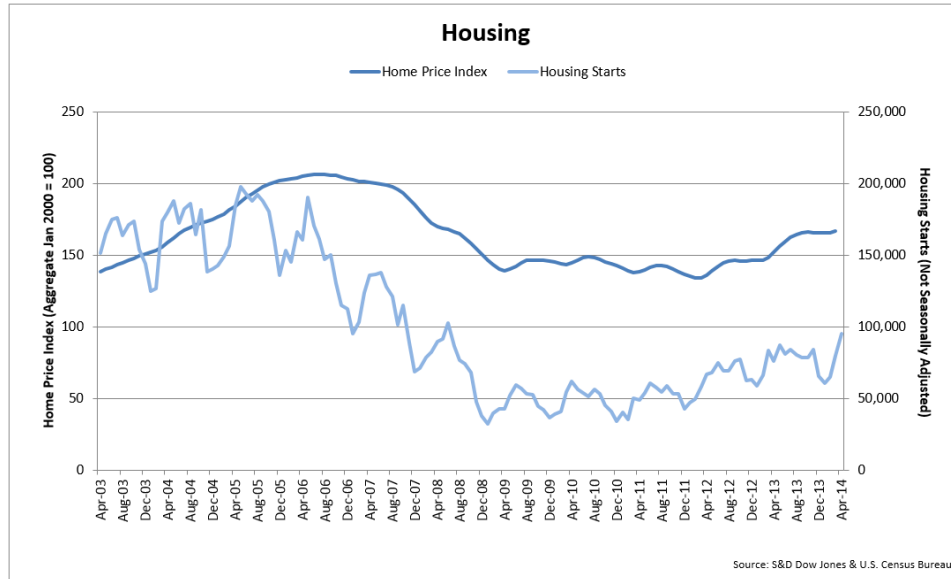
Economic Data

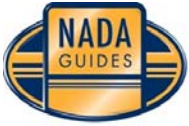
A number of important economic factors affect the boating market, including the unemployment rate, retail sales, the housing market, and the Consumer Price Index (a measure of inflation). These factors can be interpreted to represent the consumer's ability and willingness to make a new or used boat purchase.





Economic Data





NADAguides

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