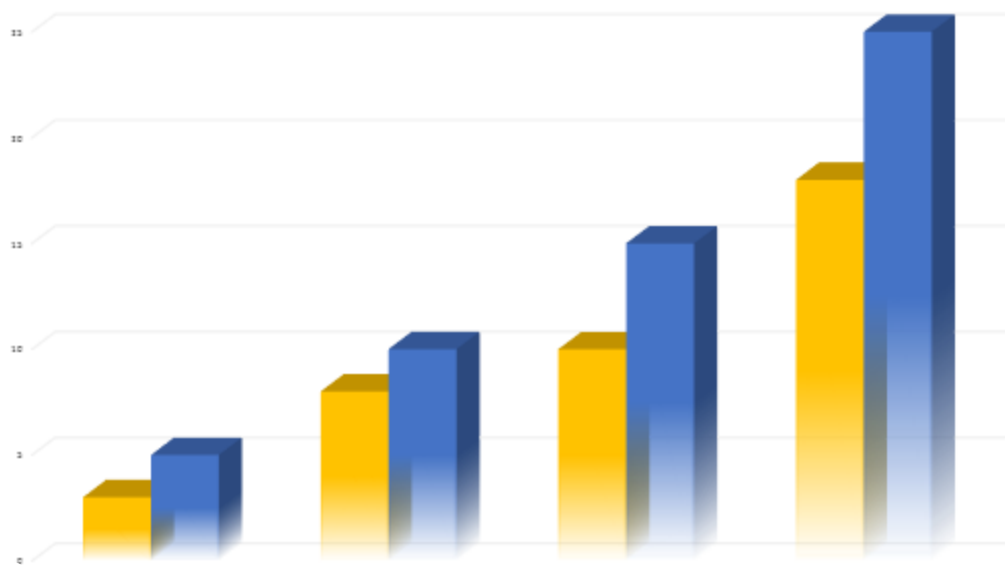


# 2017 Year-End Review

## NADAguides **MARINE** **MARKET INSIGHTS**

A look at NADAguides.com consumer traffic trends, used values, dealer and financial institution focus, and more



# Industry Overview

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## Marine Market Update

Taking a look back at 2017, the boating industry remained healthy with steady growth. Sales of new boats were strong, driven by very mild price increases, innovative products, positive consumer confidence, and a tight supply of used boats. Used boat values started out the year on solid footing and maintained strength through the end of the year. In fact, each of our four segments had the strongest fourth quarter in four years. Page views also saw very healthy activity.

Looking at individual segments, outboards had a very strong year, showing an 8.6% increase in values year-over-year. Stern drive values were more stable than in recent years, with no summer-season bump, but steady pricing throughout the year. This segment's average values were 1.8% higher year-over-year. Inboards also started out more gradually than previous years, but maintained value and finished strong to come in 6.7% higher than 2016. Personal watercraft didn't see a strong early-summer bump like in 2014 and 2015, but a very positive fourth quarter resulted in year-average values 3.2% higher than 2016.

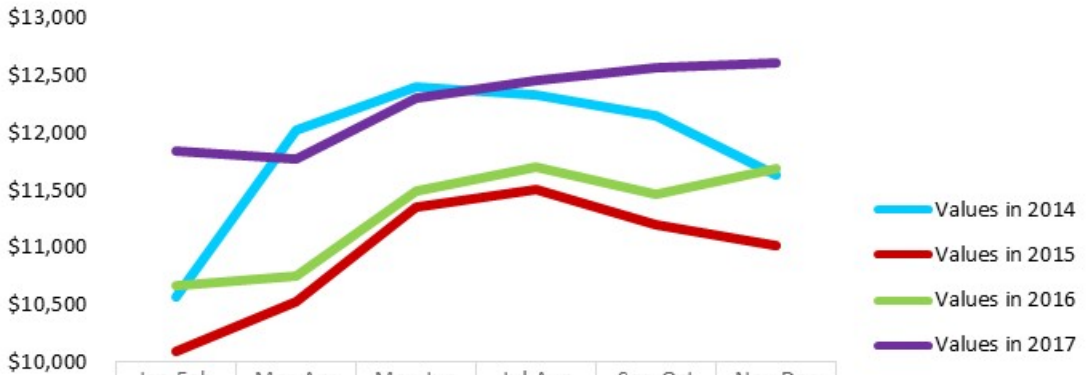
Looking ahead, boat builders are the busiest they've been in years. Consumer-focused economic measures are trending upwards, and the new tax code should encourage demand. Boat dealers can expect a healthy market in 2018.



# Power Boat Values

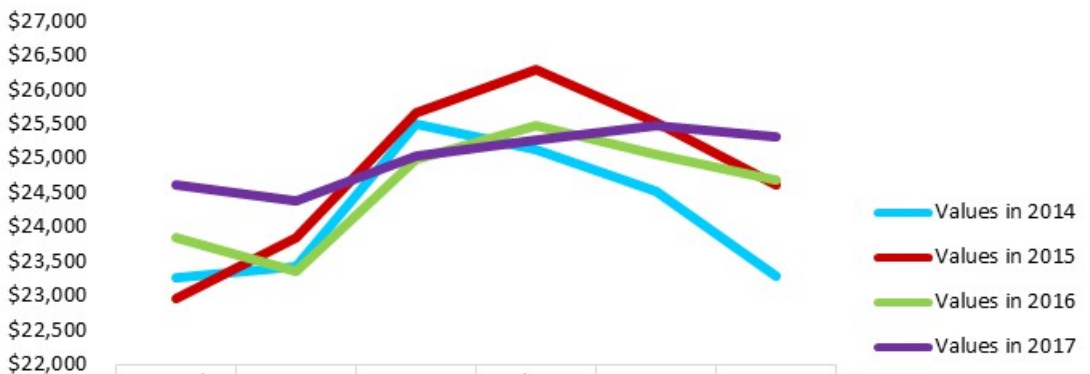
## Average Retail Value by Category

### Outboard



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$10,569	\$12,029	\$12,397	\$12,338	\$12,146	\$11,641
Values in 2015	\$10,091	\$10,525	\$11,358	\$11,513	\$11,196	\$11,019
Values in 2016	\$10,672	\$10,758	\$11,500	\$11,705	\$11,464	\$11,693
Values in 2017	\$11,845	\$11,770	\$12,308	\$12,462	\$12,570	\$12,609

### Stern Drive



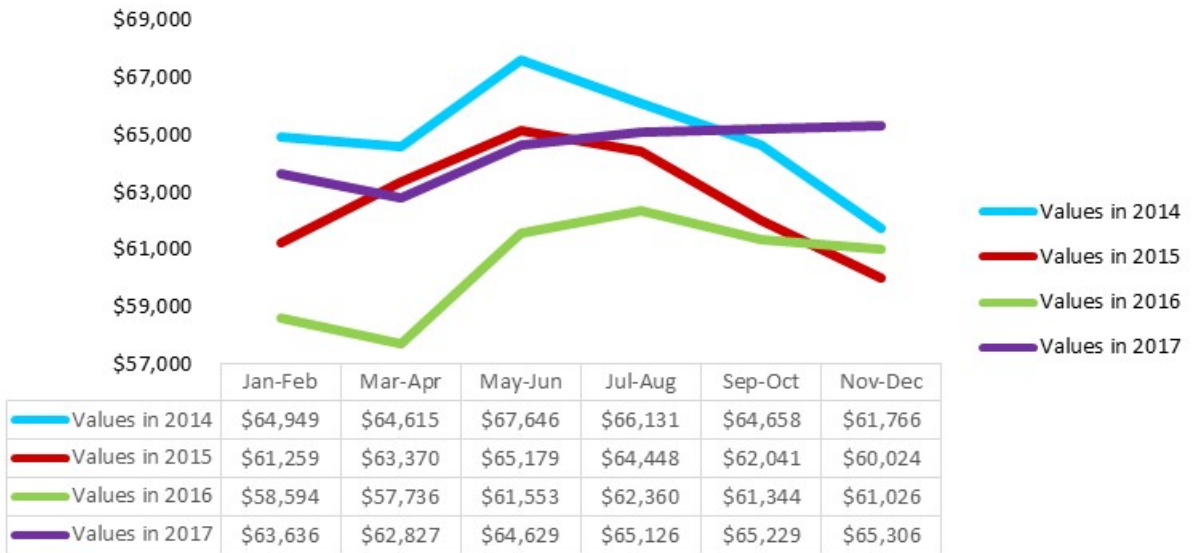
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$23,268	\$23,417	\$25,489	\$25,117	\$24,515	\$23,289
Values in 2015	\$22,964	\$23,842	\$25,651	\$26,301	\$25,520	\$24,613
Values in 2016	\$23,843	\$23,356	\$24,978	\$25,475	\$25,054	\$24,672
Values in 2017	\$24,612	\$24,371	\$25,026	\$25,254	\$25,485	\$25,317



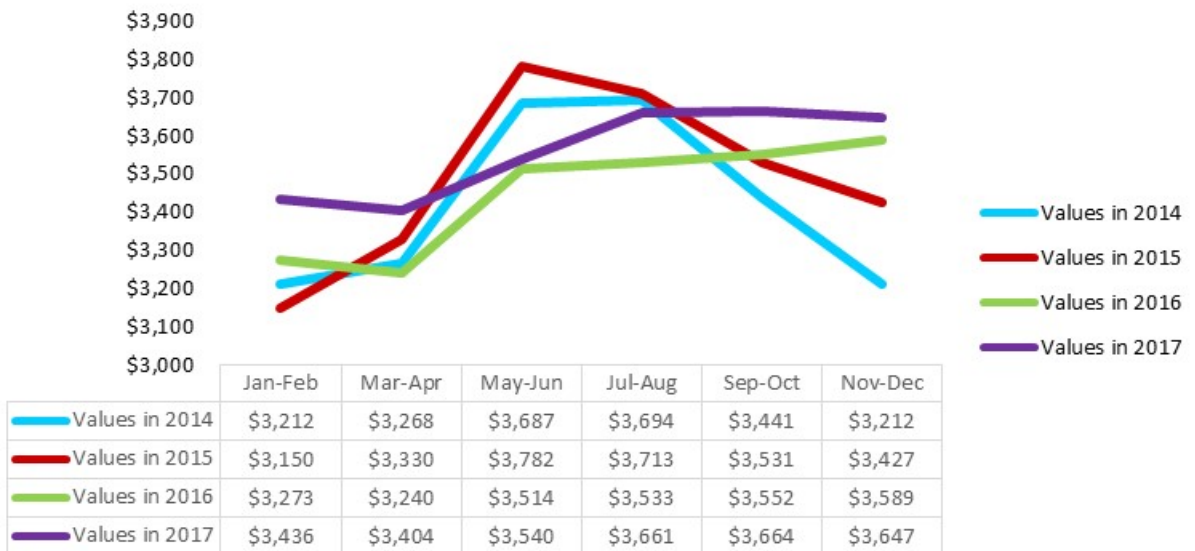
# Power Boat Values

## Average Retail Value by Category

### Inboard



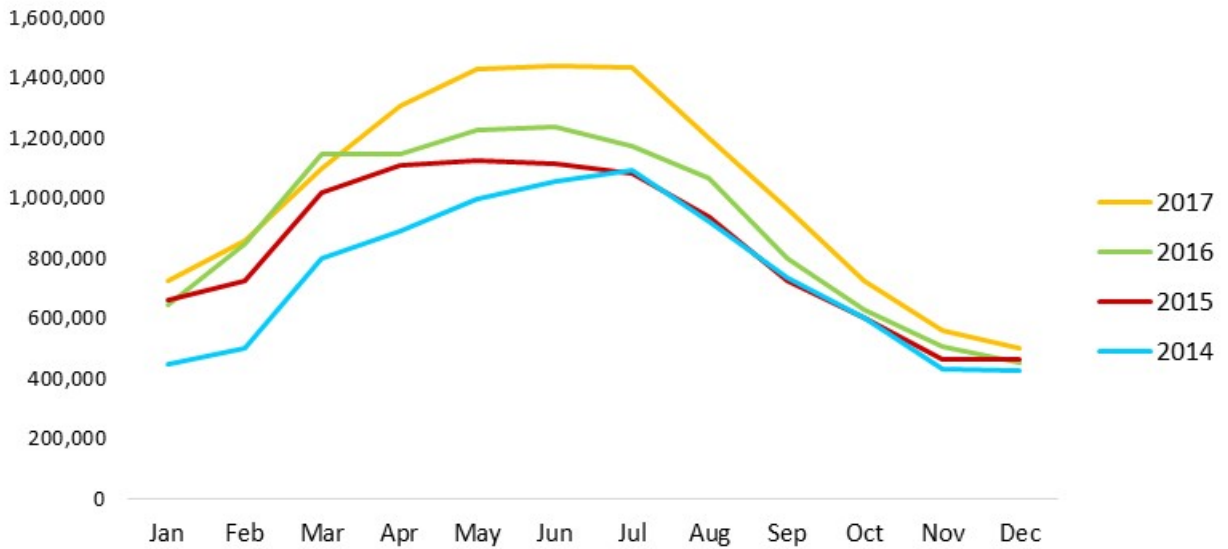
### Personal Watercraft



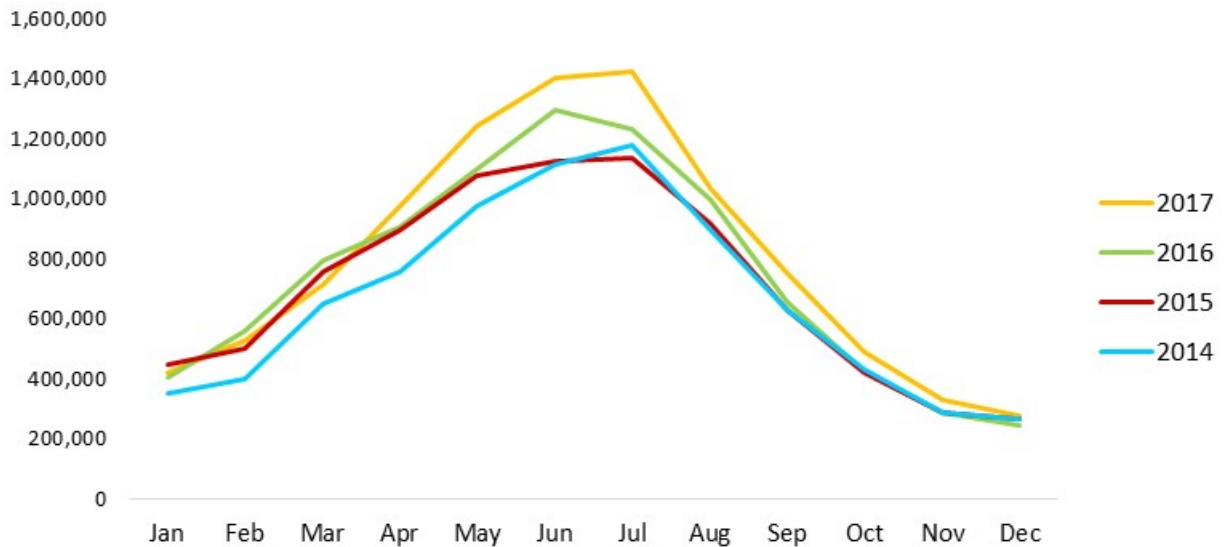
# Power Boat Consumer Traffic

## Consumer Traffic Views by Category

### Outboard



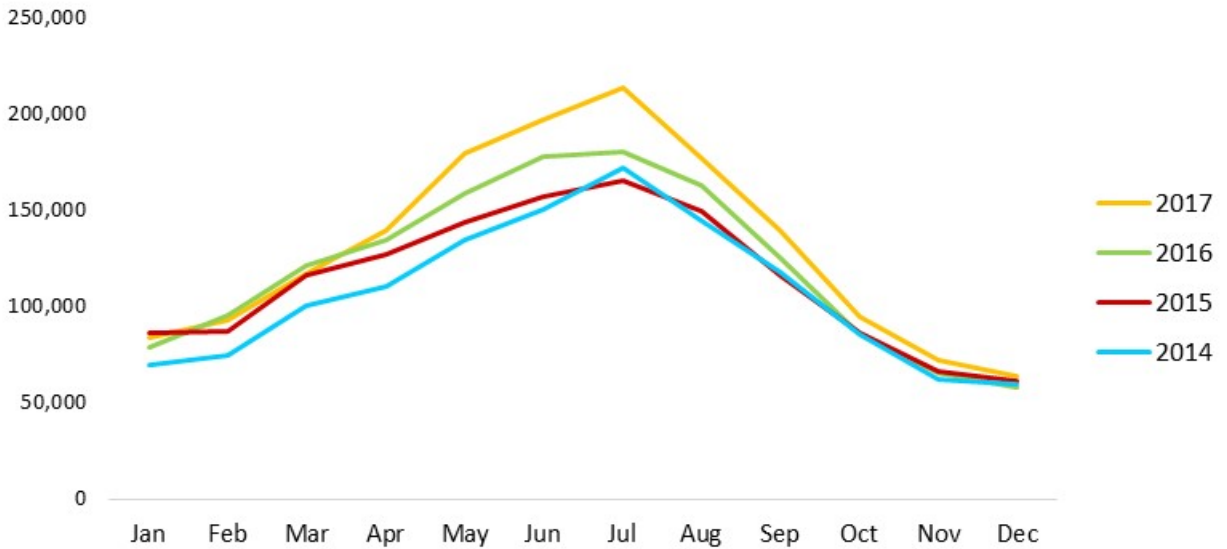
### Stern Drive



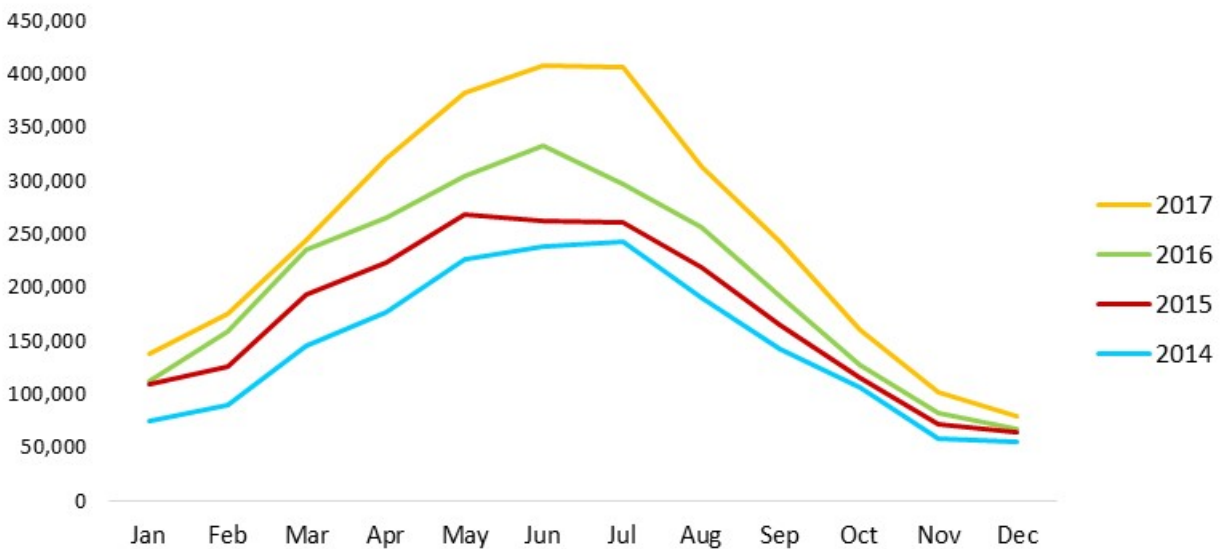
# Power Boat Consumer Traffic

## Consumer Traffic Views by Category

### Inboard



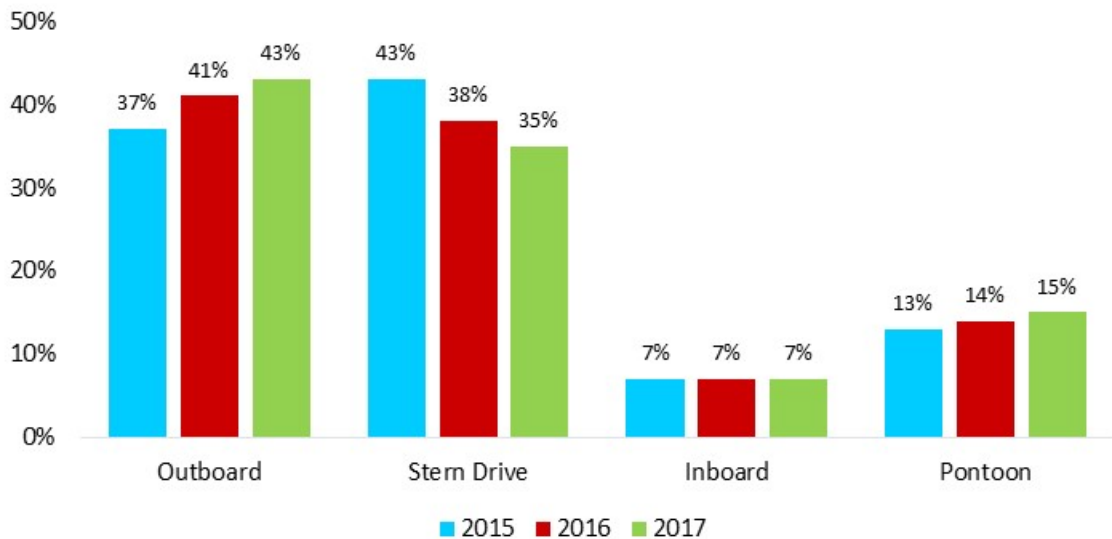
### Pontoon



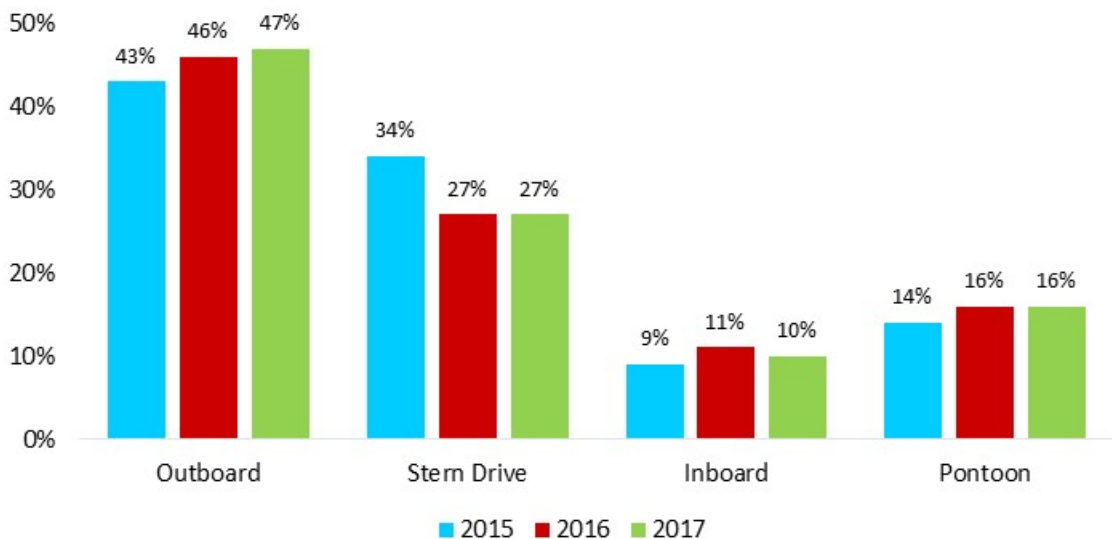
# Dealer and Finance & Insurance Views

## Views by Category Among Dealers and Finance & Insurance Institutions

### Dealers



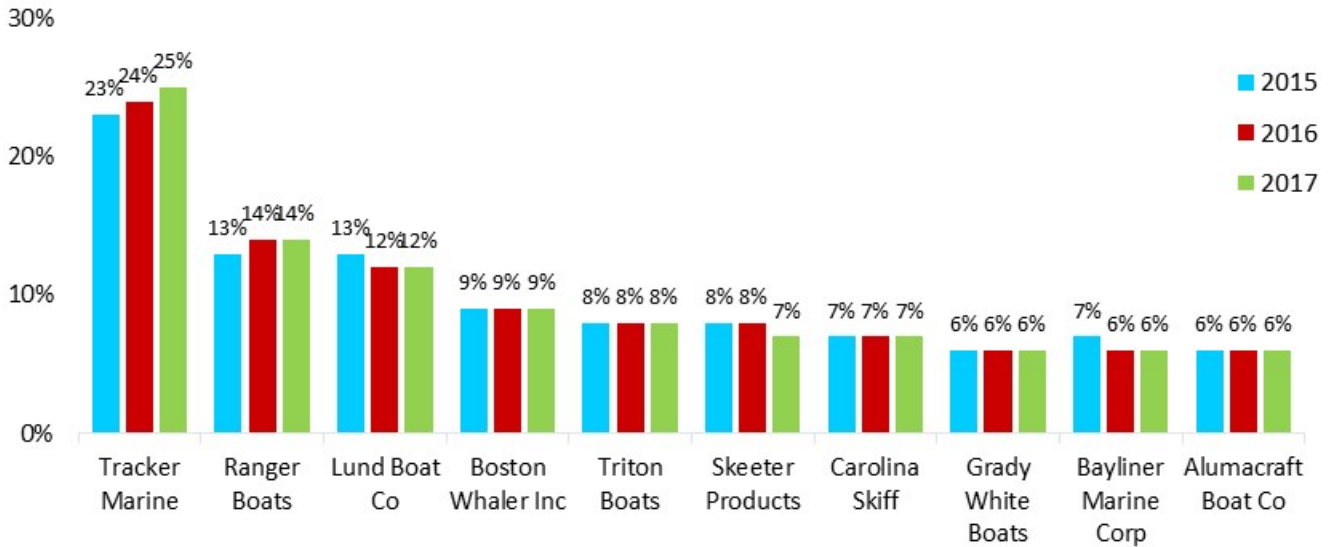
### Finance & Insurance



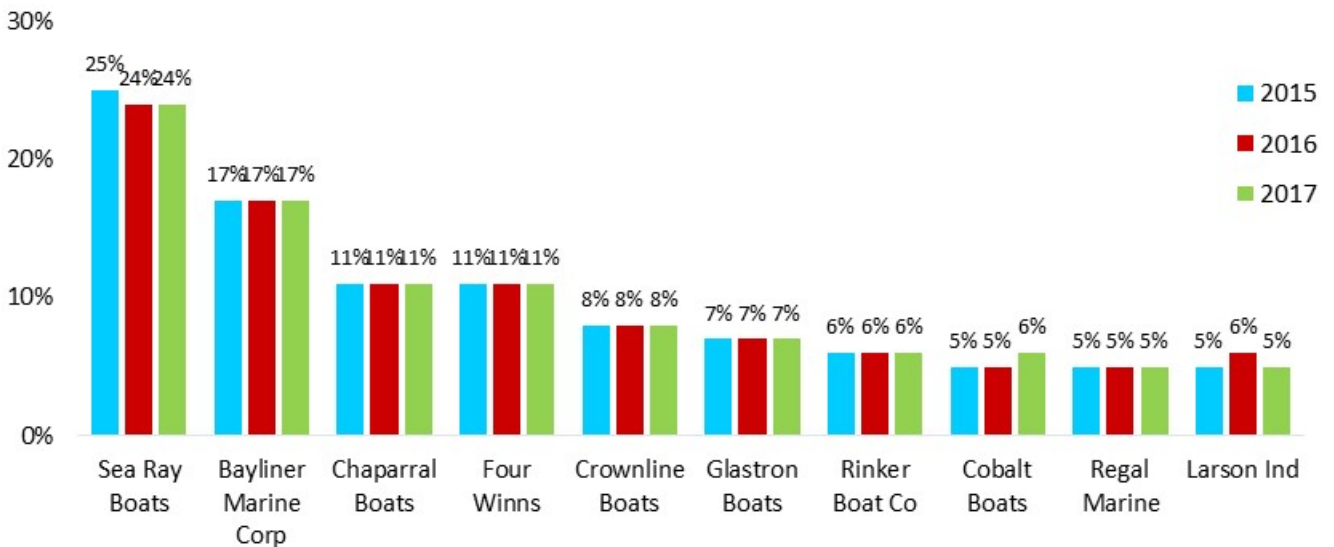
# Power Boat Brands

## NADAguides.com Top Researched Brands

### Outboard Brands



### Stern Drive Brands

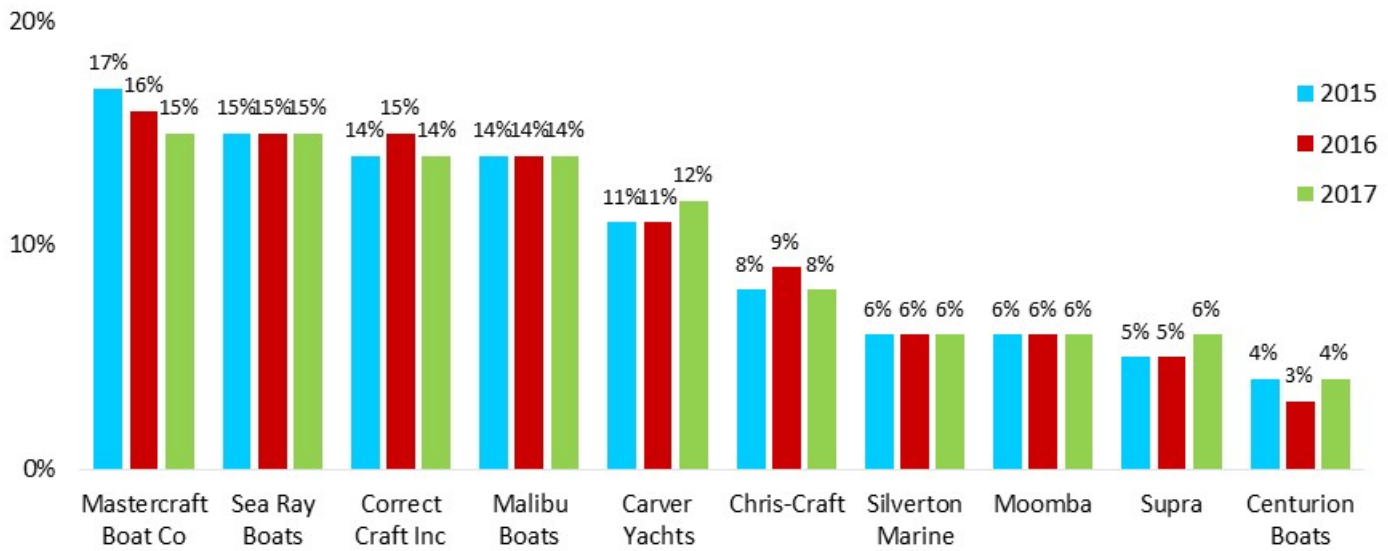




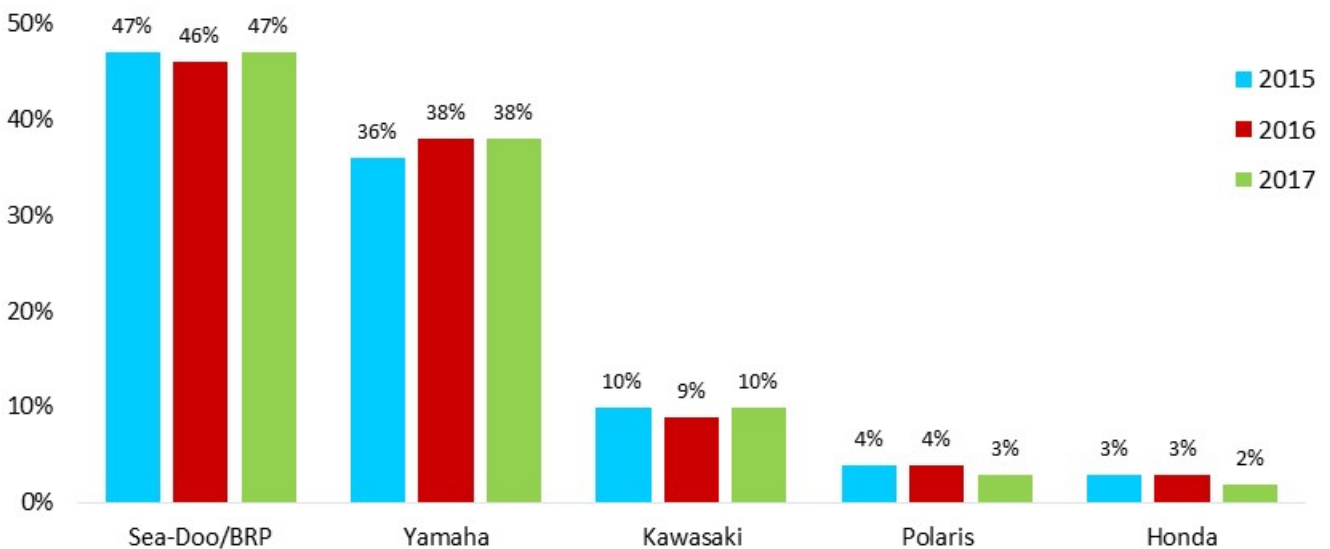
# Power Boat Brands

## NADAGuides.com Top Researched Brands

### Inboard Brands



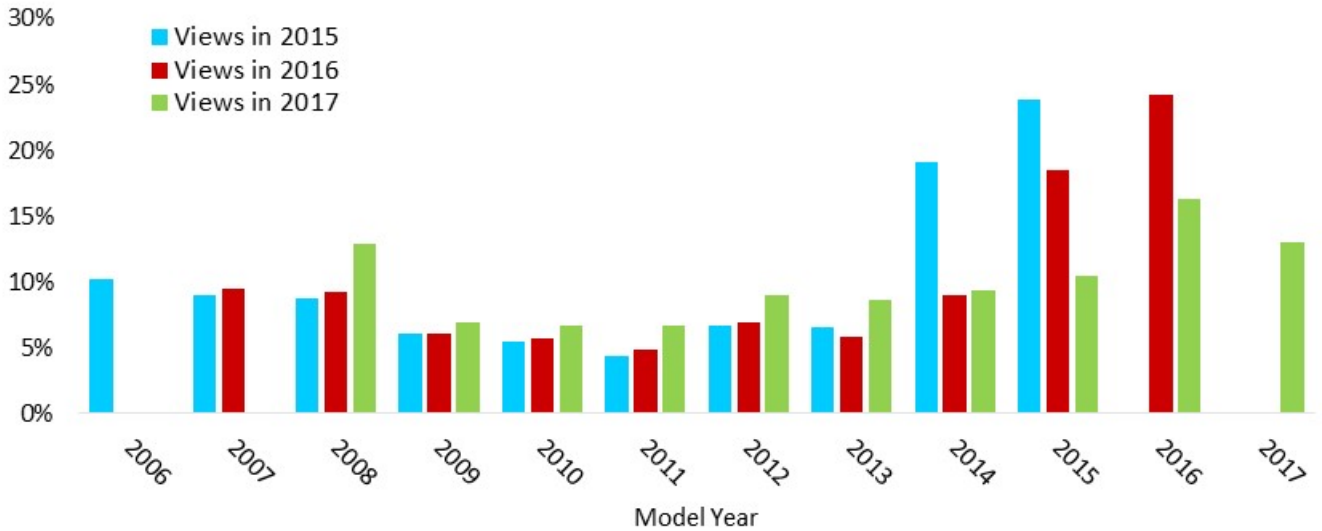
### Personal Watercraft Brands



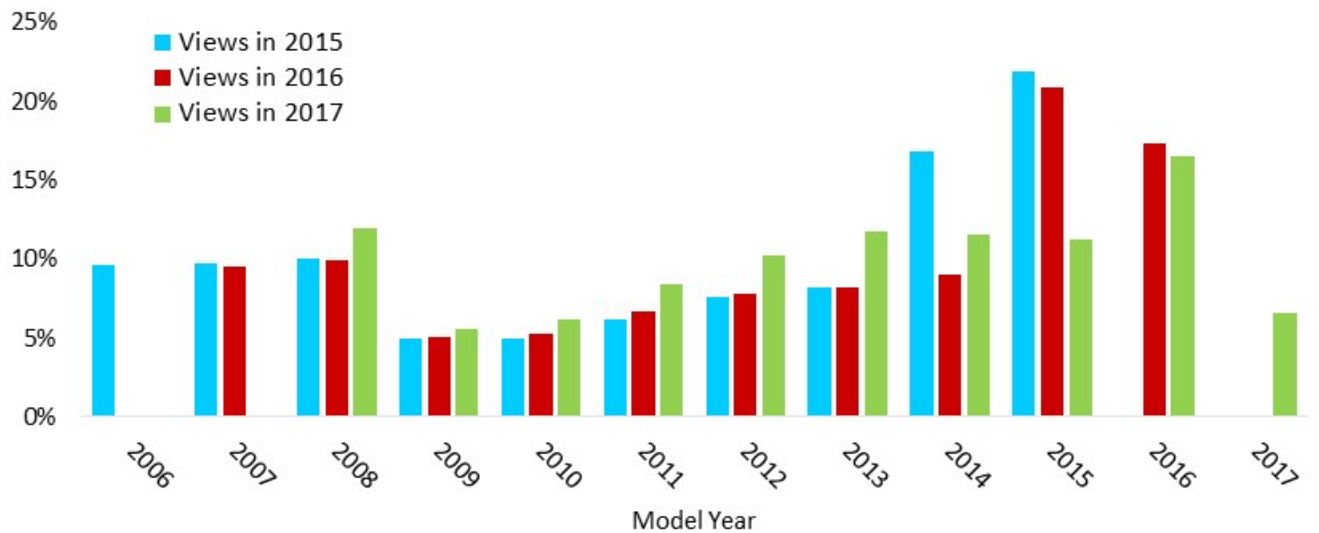
# Model Years

## Consumer Views by Model Year

### Outboard Boats



### Pontoon Boats

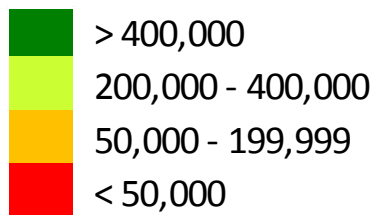
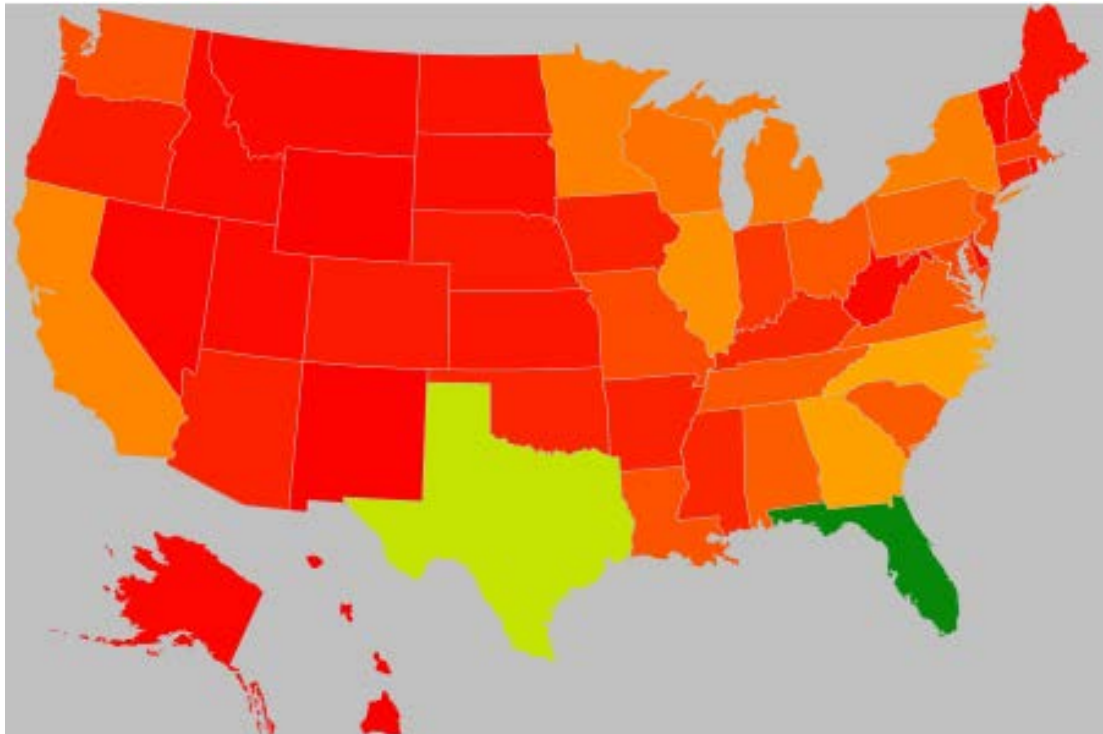


# Web Traffic by State

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NADAguides.com Traffic by State in 2017

Outboard

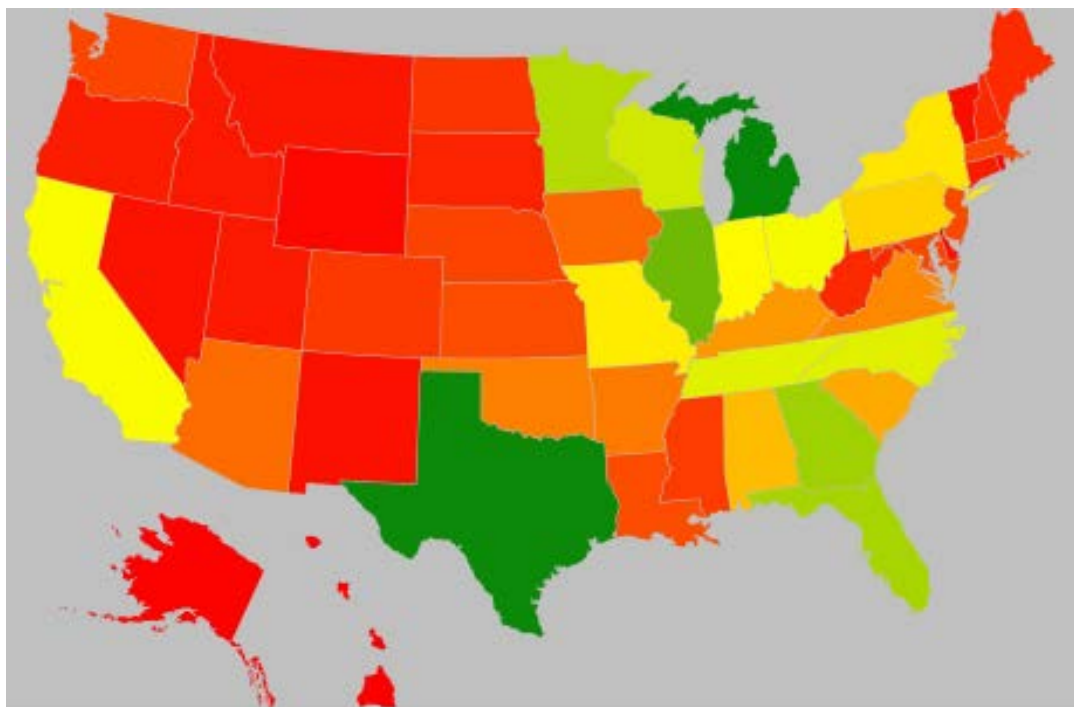


# Web Traffic by State

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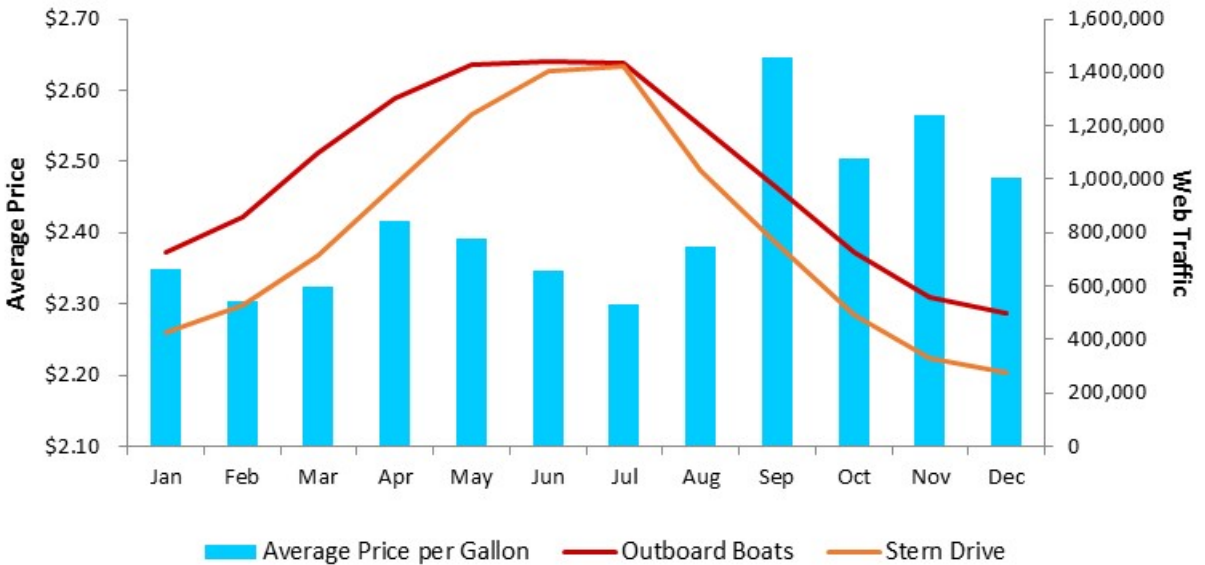
NADAguides.com Traffic by State in 2017

Pontoon

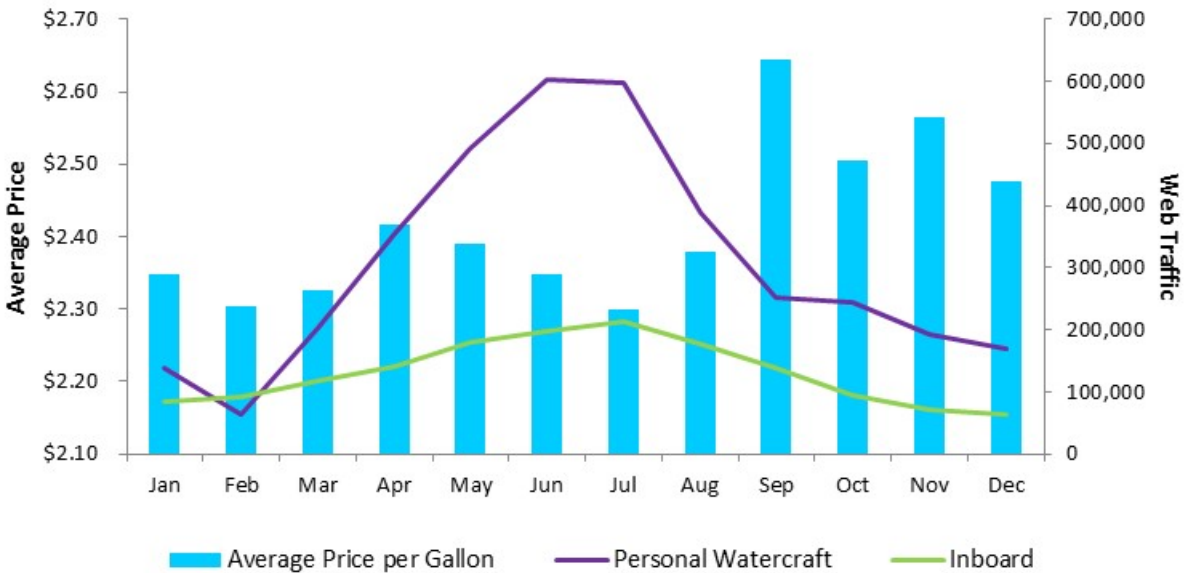


# Fuel Price Data

## Regular Grade Gasoline Prices vs. Consumer Traffic by Category in 2017



Source: U.S. Energy Information Administration

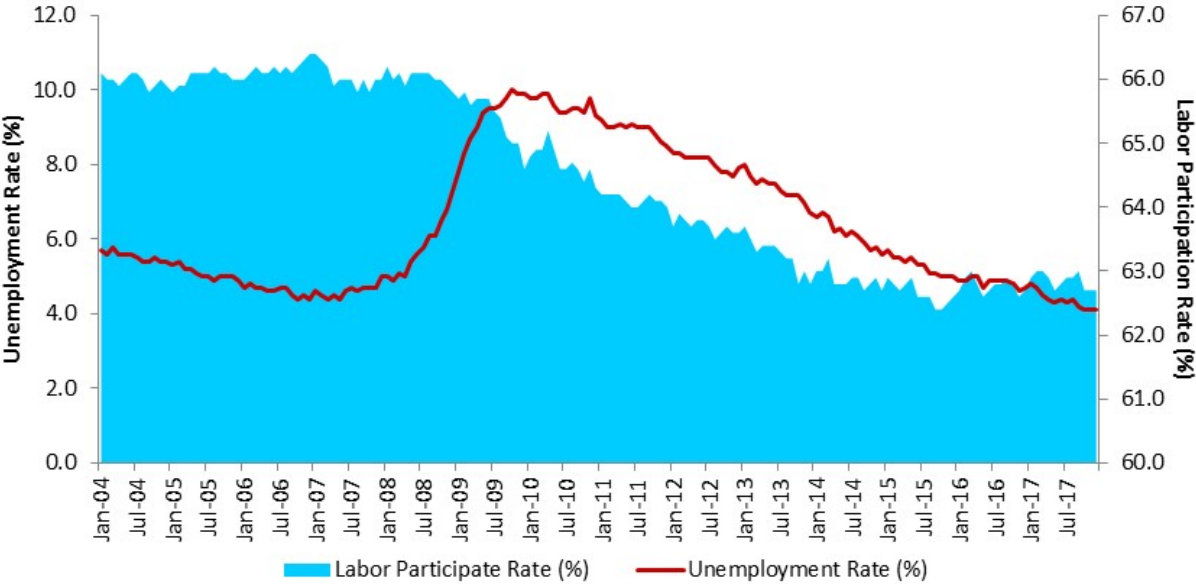


Source: U.S. Energy Information Administration



# Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



# NADAguides

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