



NADAguides

Market Insights

Marine Industry

2016 Q1

Industry Overview

Marine Market Update

Despite the cold and rainy weather earlier this year, boat shows reported a slight increase in attendance. Many states experiencing drought conditions were provided relief with the much needed rain. Rising water levels have many enthusiastic about the upcoming boating season.



New boat sales continue to grow in the powerboat and personal watercraft segments. Heading into spring, there is an increased demand in the used boat market with a strong demand in the outboard and ski/wakeboard segments. Market indicators continue to show an increase in consumer confidence driven by an improved economy. Based on all of these indicators, the industry should experience a solid selling season.



Marine Values

Edition-Over-Edition Change in Values by Category

January-February 2016 Edition Versus March-April 2016 Edition

Used boat pricing is holding steady, showing a slight decrease. The fiberglass outboard boat and power cat categories are showing a slight increase in values due to higher demand.

Edition-Over-Edition Change in Average Retail

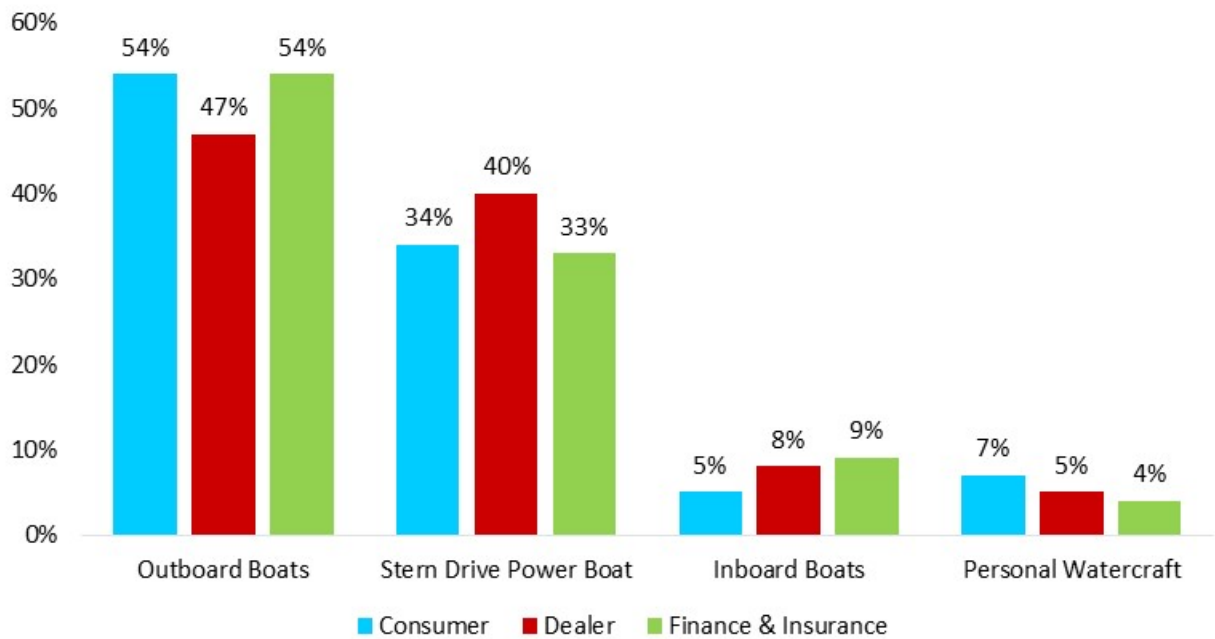
Power Boats	Personal Watercraft	Sailboats
-1.4%	-1.0%	-1.5%

Boat Type	Trade-In	Average Retail	High Retail
Catamaran	↓ -2.4%	↓ -1.8%	↓ -1.8%
Houseboats	↓ -2.1%	↓ -2.0%	↓ -2.0%
Inboard Boats	↓ -1.5%	↓ -1.5%	↓ -1.5%
Inflatable Boats	↓ -2.1%	↓ -2.0%	↓ -2.1%
Jet Drive Boats - Aluminum	↓ -1.8%	↓ -1.7%	↓ -1.7%
Jet Drive Boats - Fiberglass	↓ -2.5%	↓ -2.2%	↓ -1.8%
Monohull Sailboats	↓ -0.8%	↓ -0.8%	↓ -0.9%
Outboard Boats - Aluminum	↓ -2.5%	↓ -2.3%	↓ -2.4%
Outboard Boats - Fiberglass	↑ 1.5%	↑ 1.6%	↑ 1.7%
Personal Watercraft - Jet Drive	↓ -1.7%	↓ -1.0%	↓ -0.8%
Pontoon Boats	↓ -2.4%	↓ -2.3%	↓ -1.3%
Power Cat	↑ 1.8%	↑ 1.8%	↑ 1.9%
Stern Drive Power Boats	↓ -2.1%	↓ -2.0%	↓ -2.3%
Trimaran Boats	↓ -2.5%	↓ -1.9%	↓ -4.1%
Utility/Jon	↓ -3.2%	↓ -2.7%	↓ -2.8%
V-Drive Boats	↓ -1.1%	↓ -1.9%	↓ -1.6%



Marine Categories

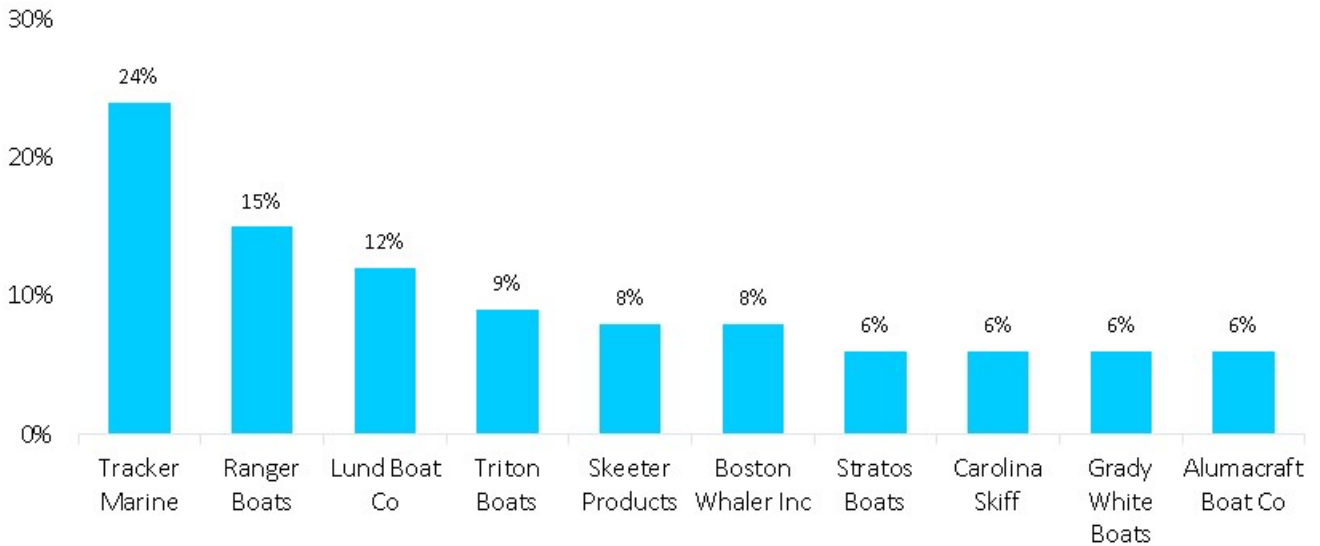
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2016 Q1



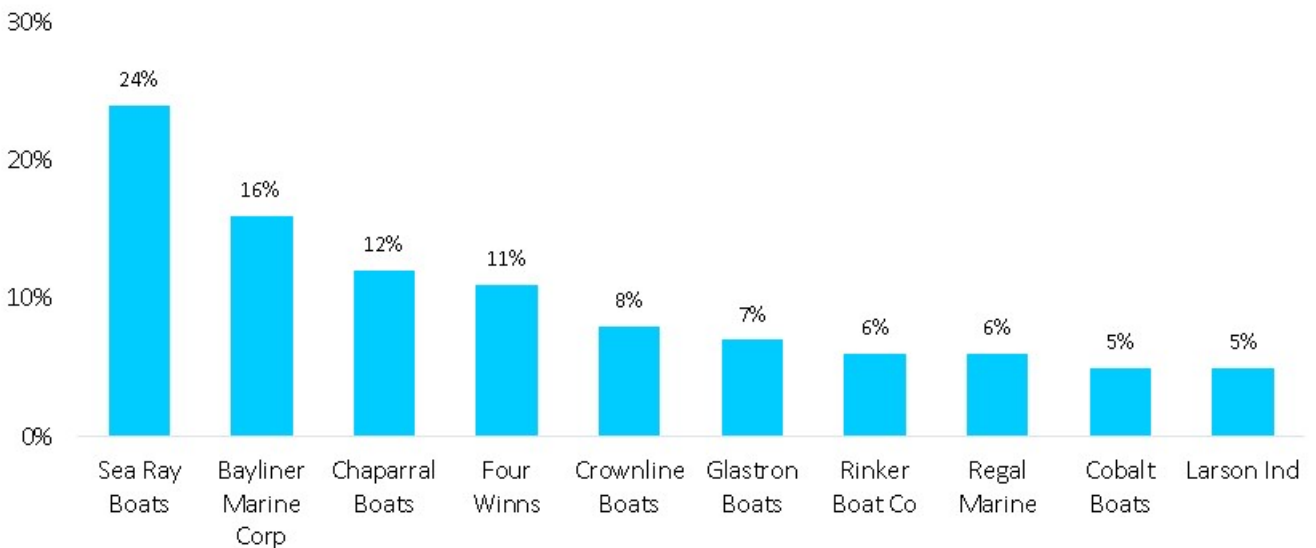
Power Boat Brands

NADAguides.com Top Researched Brands in 2016 Q1

Outboard Brands



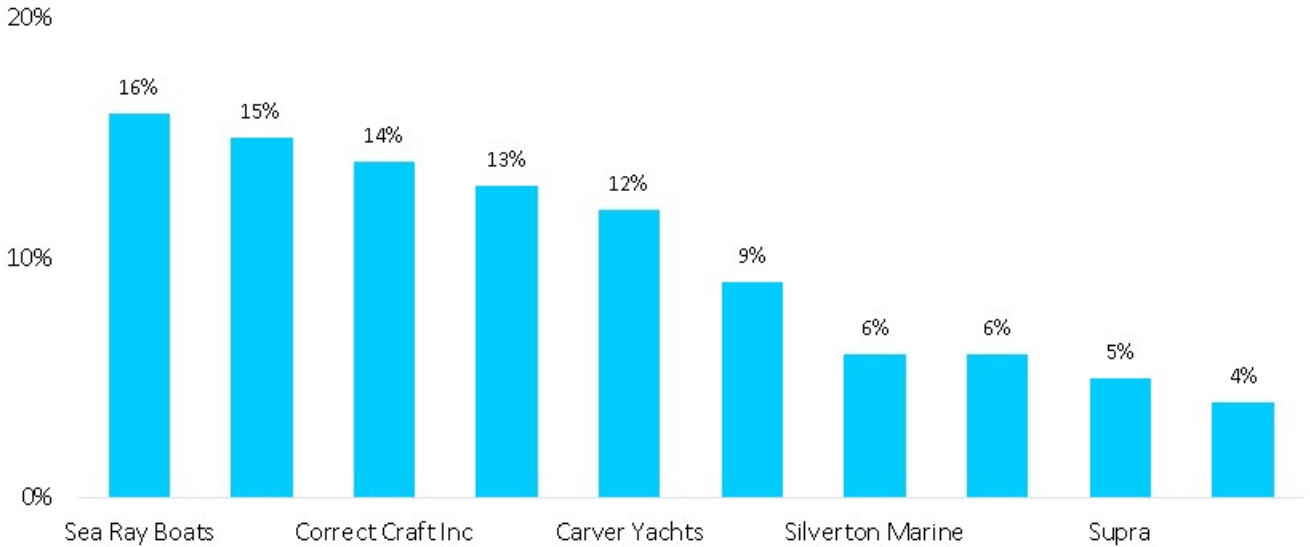
Stern Drive Brands



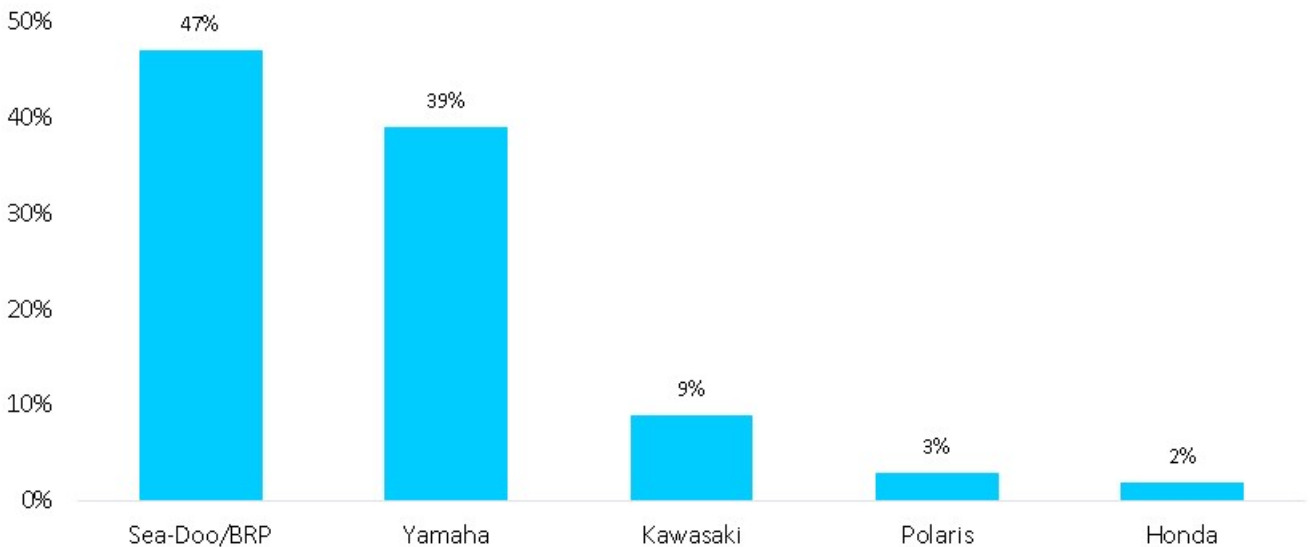
Power Boat Brands

NADAguides.com Top Researched Brands in 2016 Q1

Inboard Brands



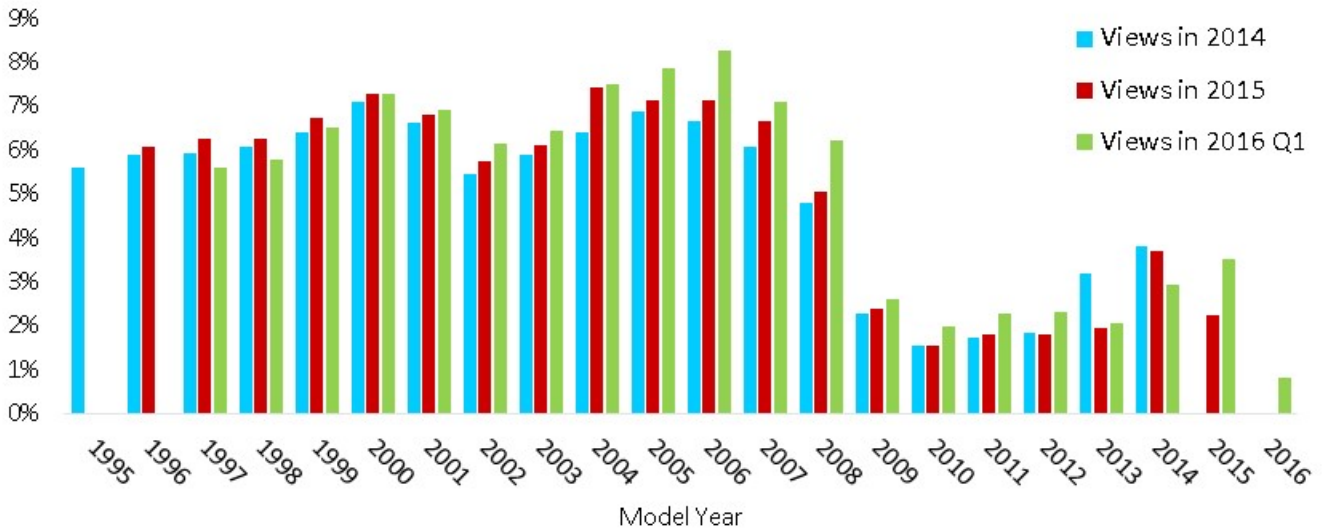
Personal Watercraft Brands



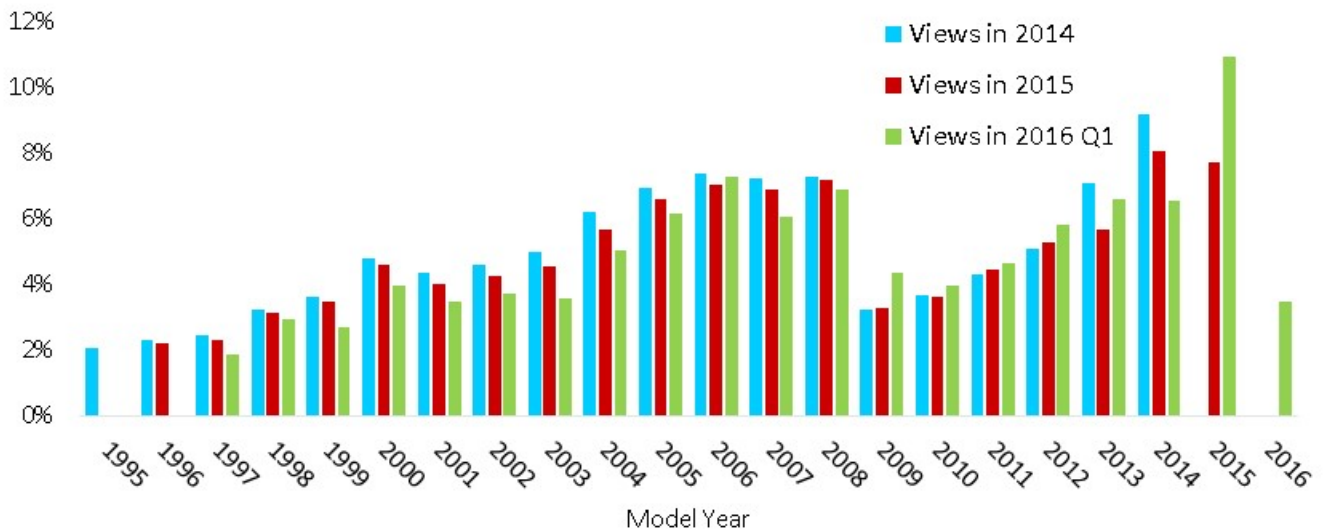
Model Years

NADAguides.com Top Researched Model Years by Category

Stern Drive Boats



Pontoon Boats

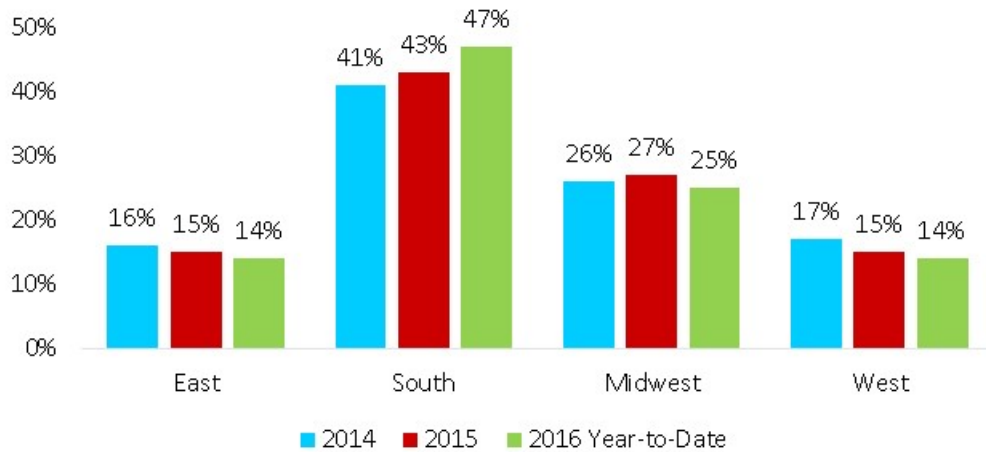


Web Traffic by Region

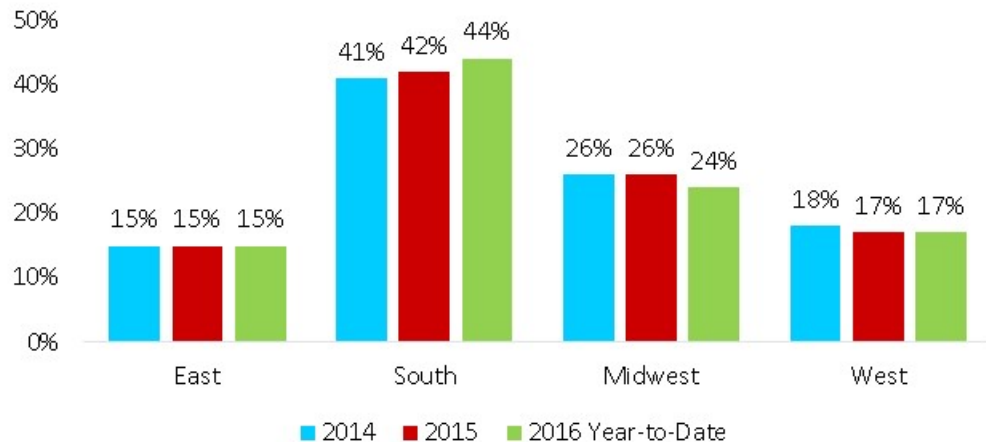
Regional Distribution of NADAguides.com Traffic

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



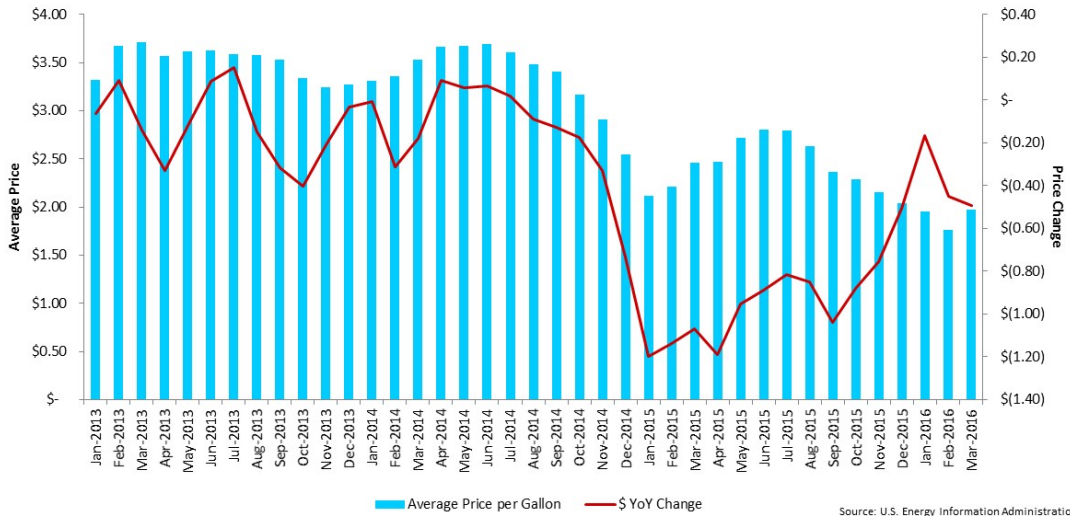
Personal Watercraft



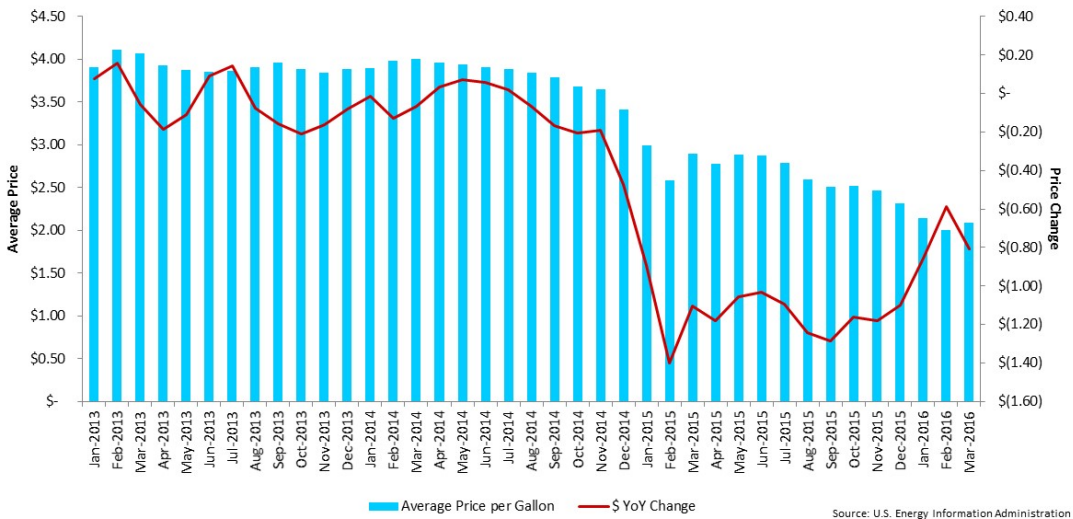
Fuel Price Data

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)

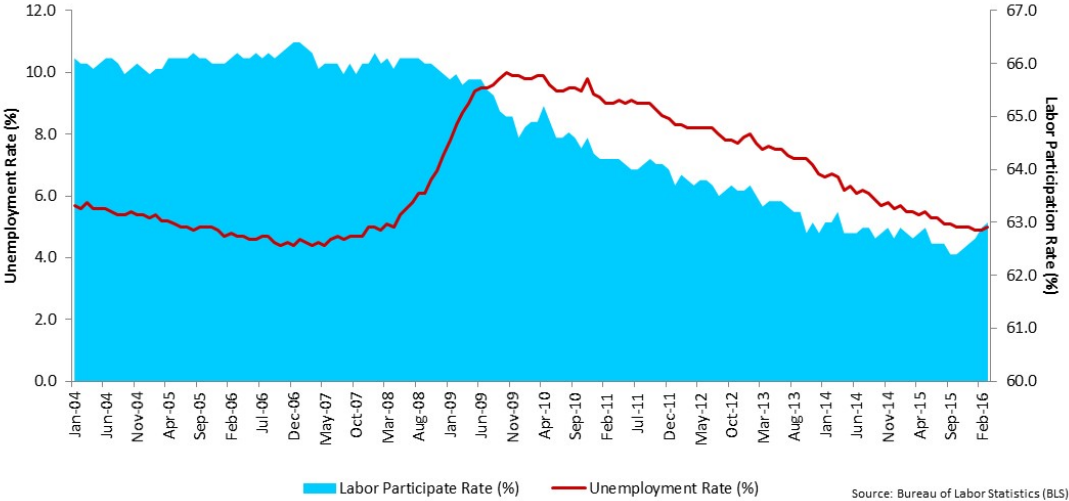


On-Highway Diesel Fuel Prices



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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