

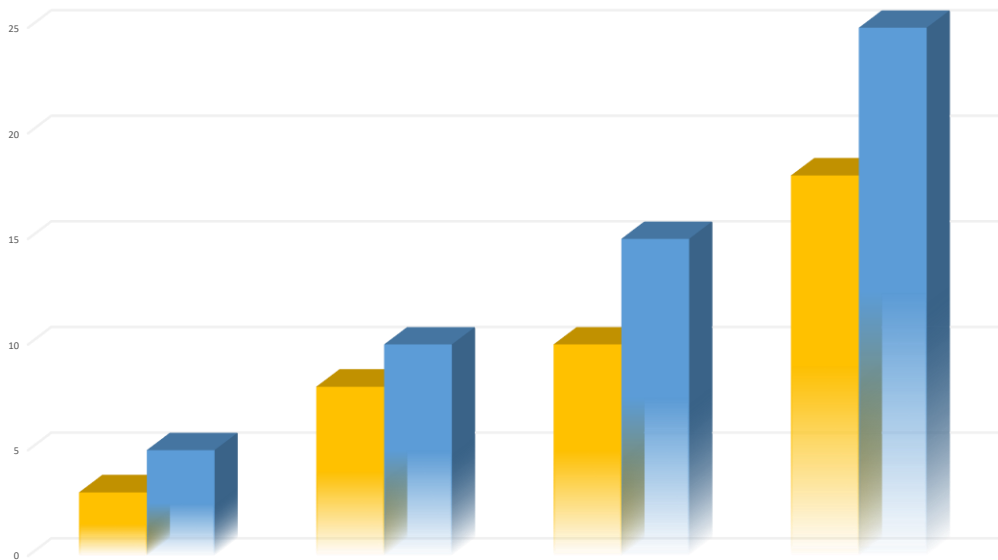
1st Quarter 2020

NADAguides **MARINE** MARKET INSIGHTS

J.D. POWER

NADAguides is a division of J.D. Power

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



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Industry Overview

Marine Market Update

Obviously, dealership closures and stay-at-home orders turned business on its head in March and will continue to do so in the 2nd quarter. As we continue to assess the fallout, we can track how the Marine industry was doing before and in the early stages of the shutdown.

Heading into the second quarter, values were looking strong. Personal watercraft was the standout, with pricing averaging 4.2% higher in 2020 compared to the same period in 2019. Inboards also saw healthy pricing, averaging 3.3% higher pricing year-over-year. Other segments were on par with 2019.

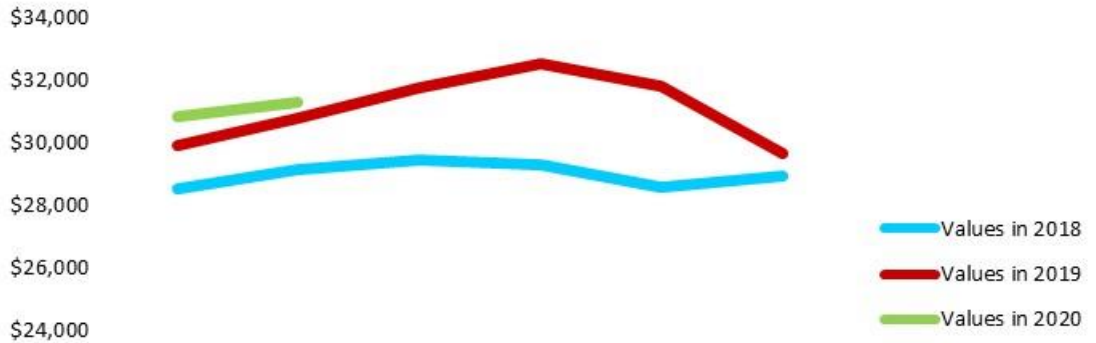
It goes without saying that the 2nd quarter will be rough. Dealerships will eventually reopen, and customers will return to the market once stay-at-home orders are loosened.

Unfortunately this will coincide with the seasonal slowdown in the fall. Also, it is very likely that some of the jobs lost in March and the 2nd quarter will not come back once the country opens back up 100% later this year. We don't have an estimate of these permanent losses. That figure will be a key indicator of what degree of recovery to expect.

Power Boat Values

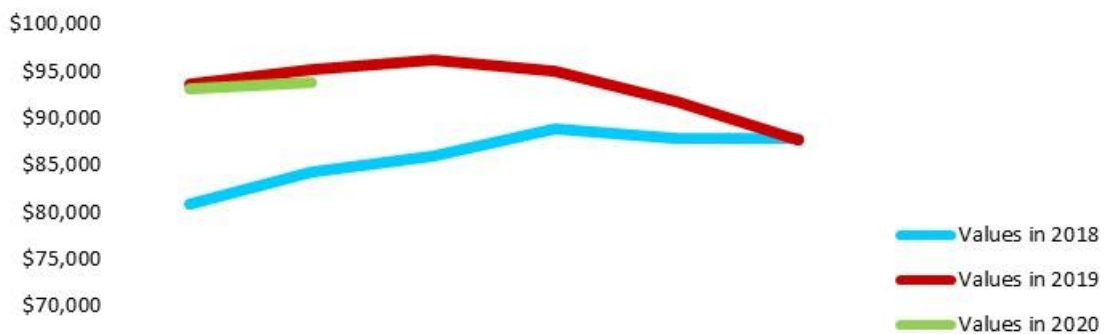
Average Retail Value by Category - Values for the Last 10 Model Years

Outboard Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2018	\$28,547	\$29,136	\$29,463	\$29,298	\$28,576	\$28,948
Values in 2019	\$29,938	\$30,821	\$31,765	\$32,537	\$31,804	\$29,658
Values in 2020	\$30,825	\$31,296				

Stern Drive Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2018	\$80,842	\$84,235	\$86,050	\$88,837	\$87,796	\$87,942
Values in 2019	\$93,668	\$95,254	\$96,242	\$95,013	\$91,744	\$87,646
Values in 2020	\$93,157	\$93,857				

Marine Values

Average Retail Value by Category - Values for the Last 10 Model Years

Inboard Boats



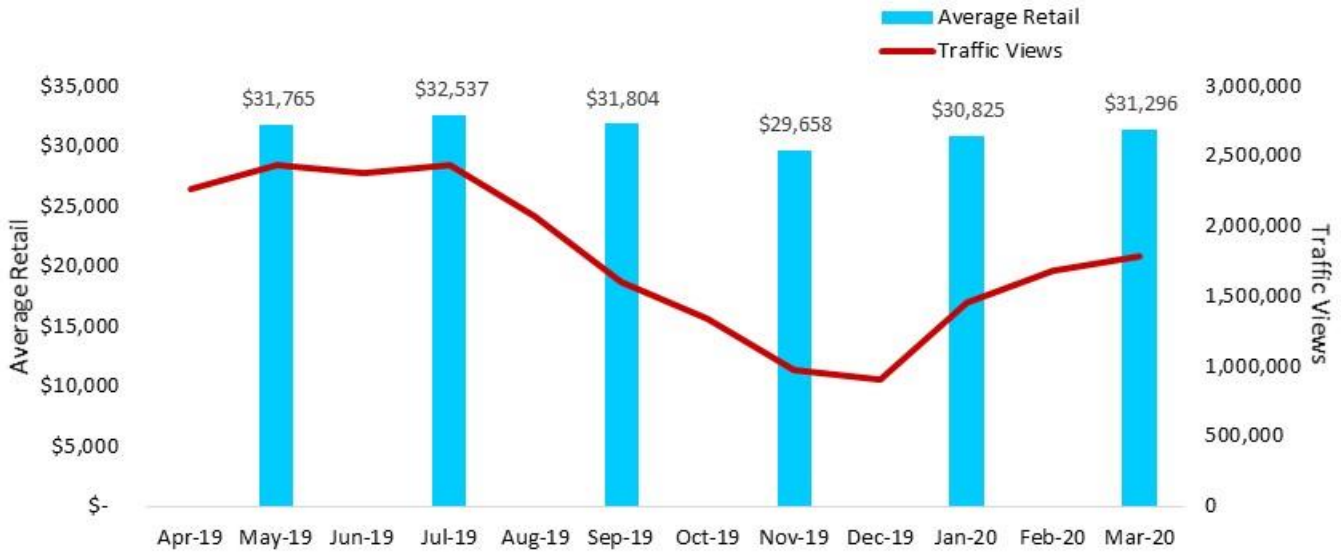
Personal Watercraft



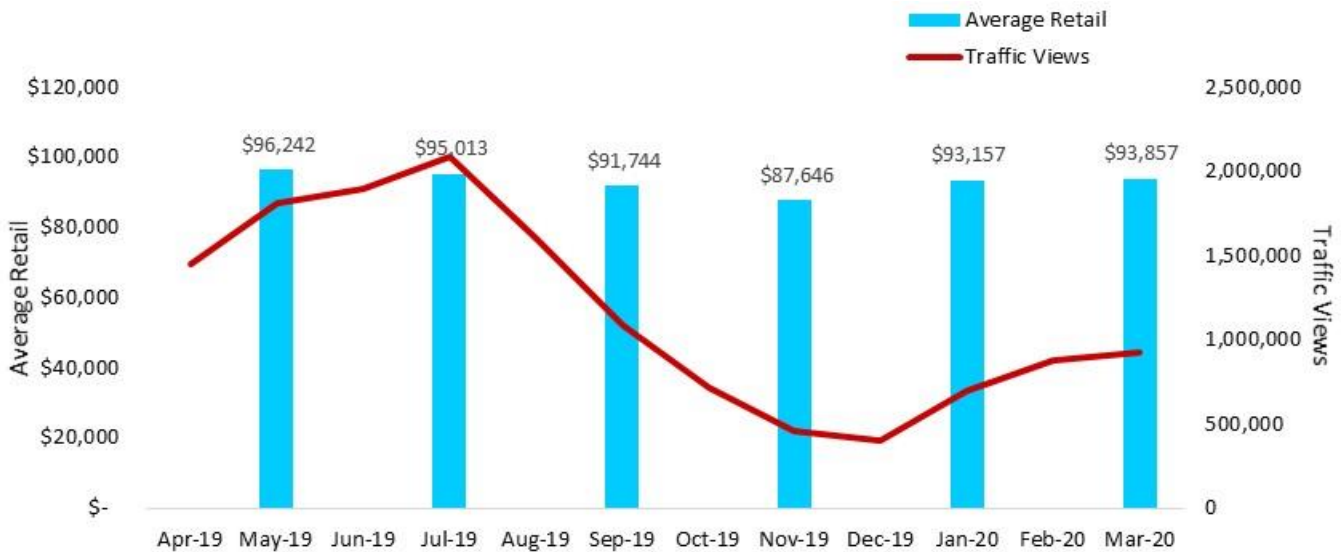
Power Boat Values vs. Traffic

Average Retail Value and Traffic Views by Category

Outboard Boats



Stern Drive Boats



Marine Values vs. Traffic

Average Retail Value and Traffic Views by Category

Inboard Boats

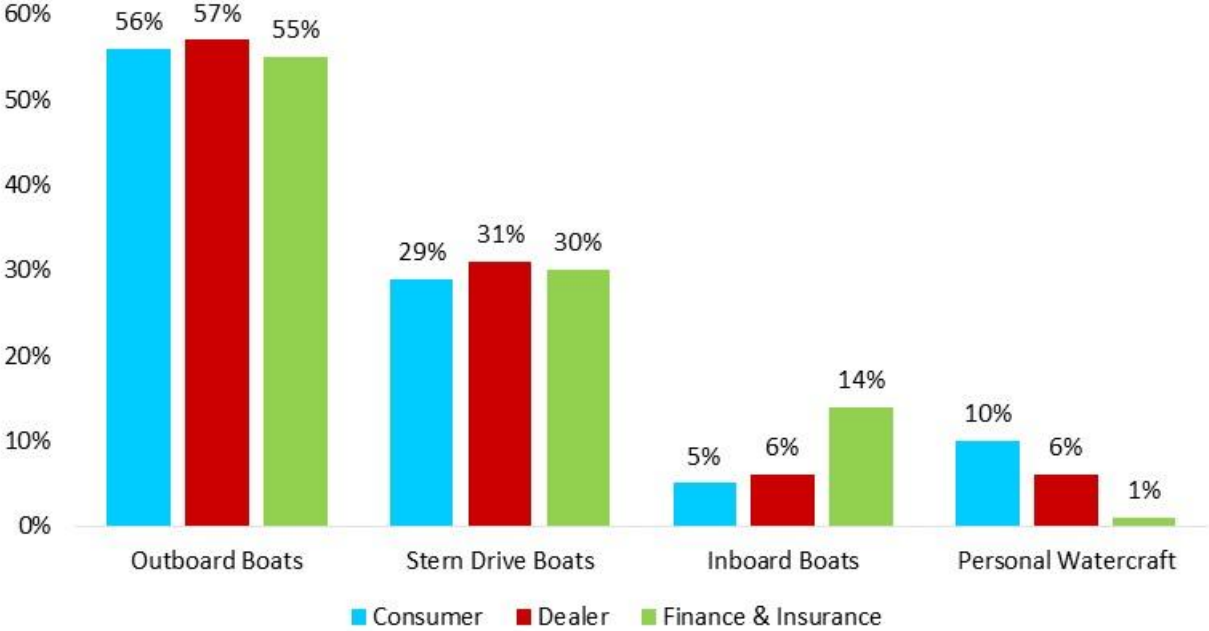


Personal Watercraft



Marine Categories

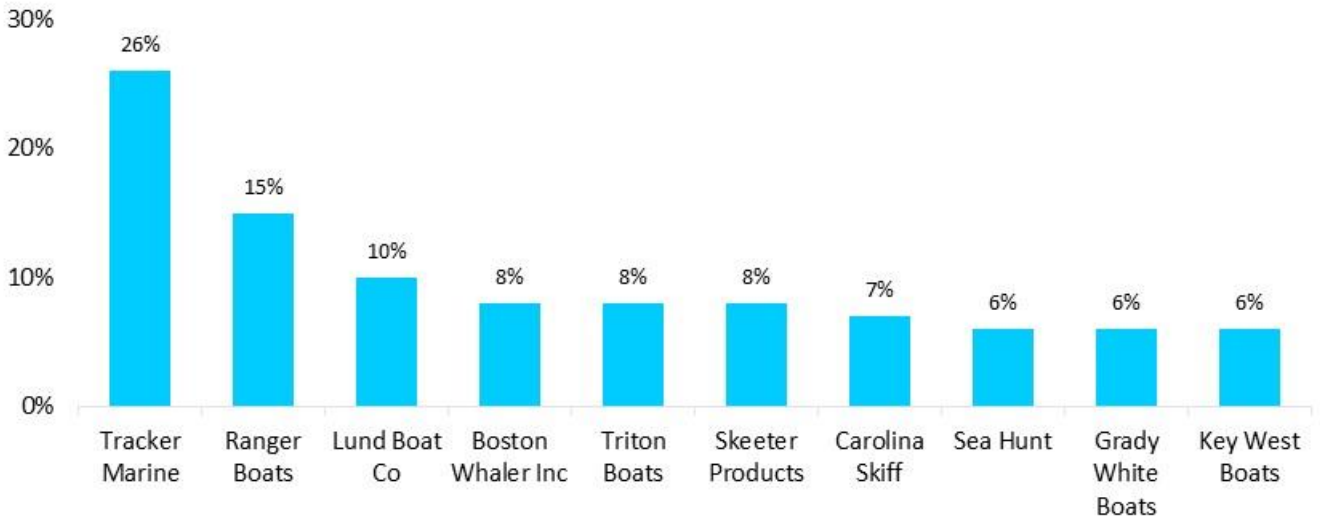
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2020 Q1



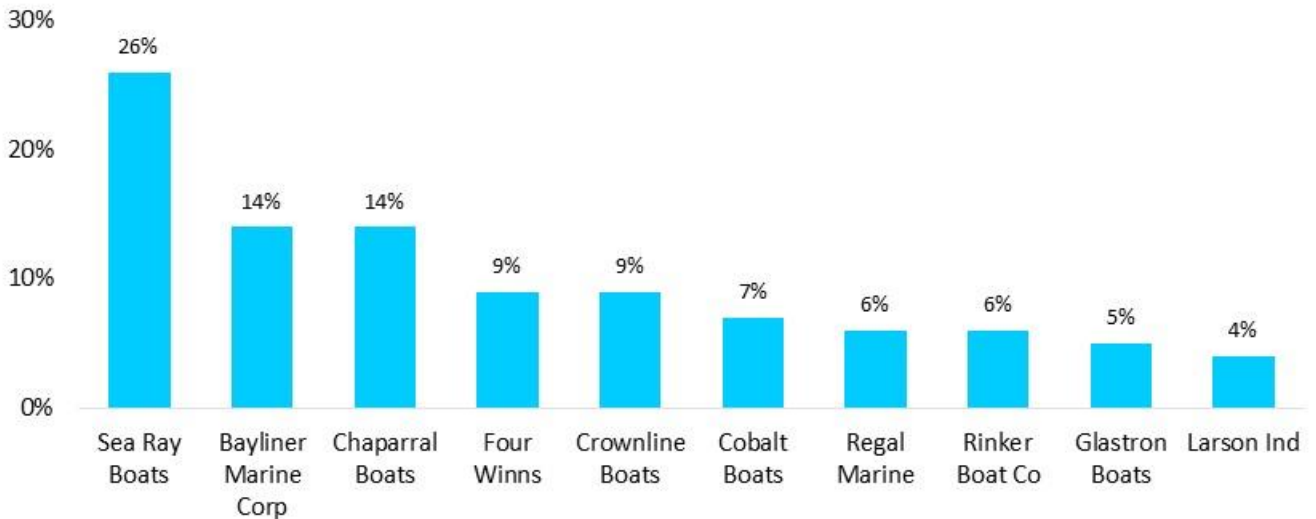
Power Boat Brands

NADAguides.com Top Researched Brands in 2020 Q1

Outboard Brands



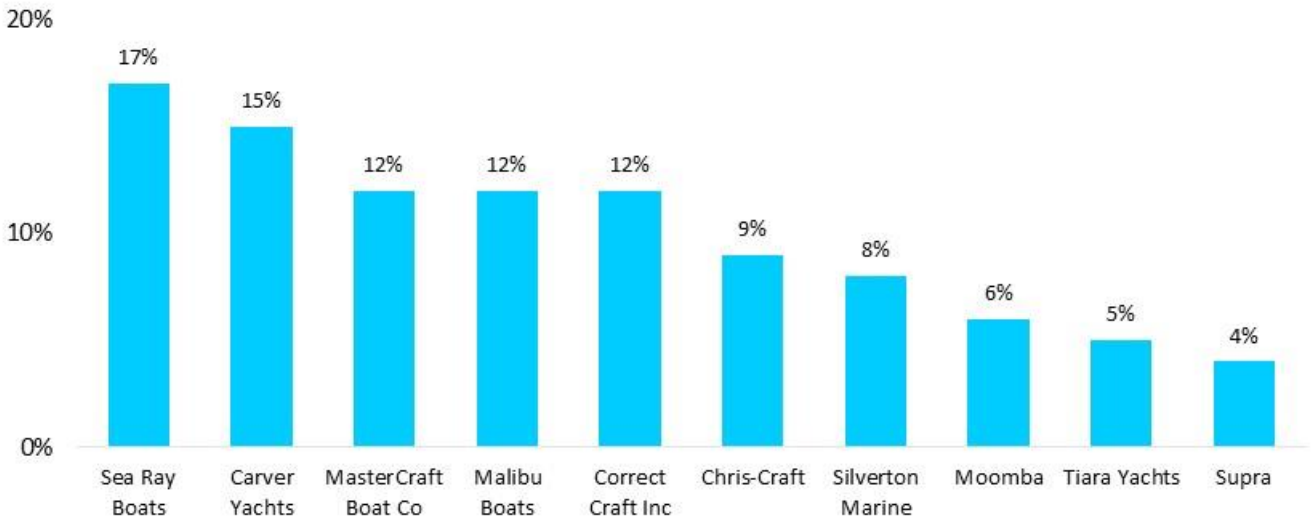
Stern Drive Brands



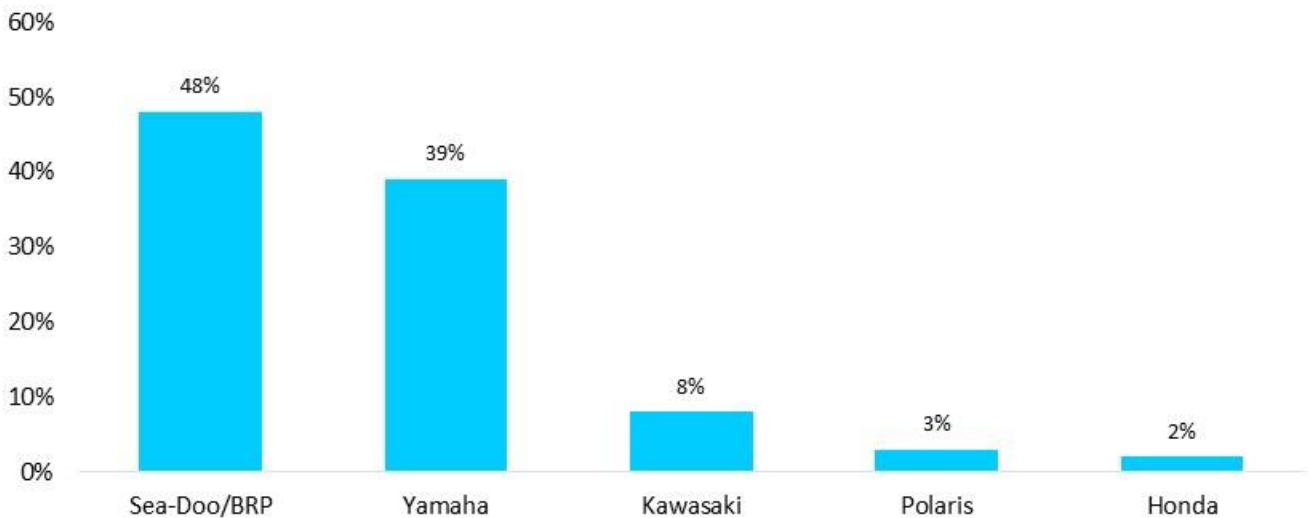
Marine Brands

NADAguides.com Top Researched Brands in 2020 Q1

Inboard Brands



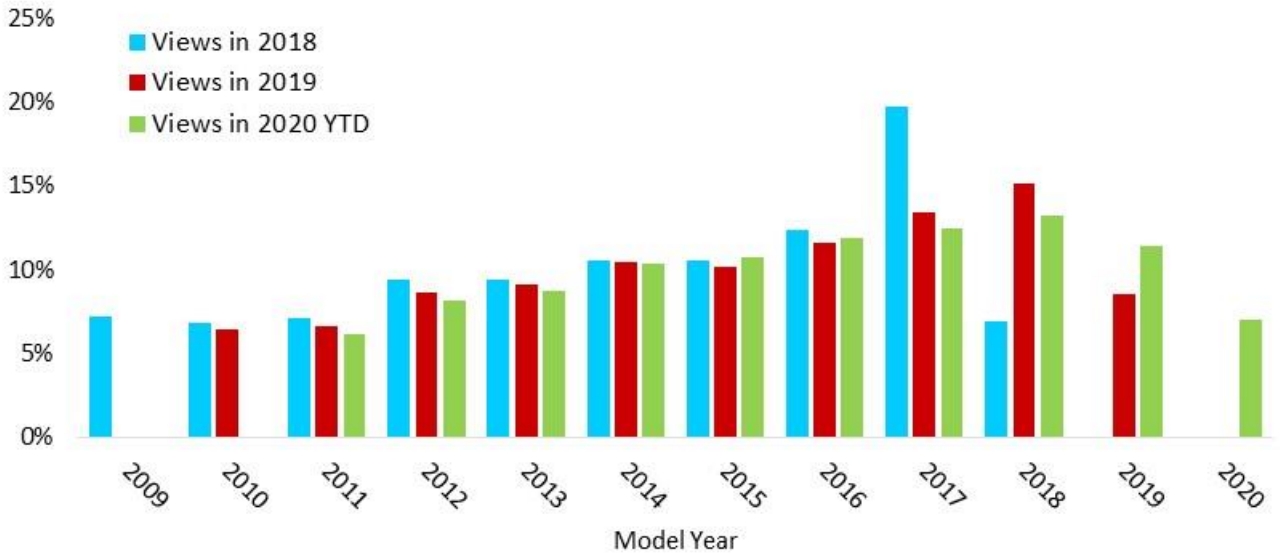
Personal Watercraft Brands



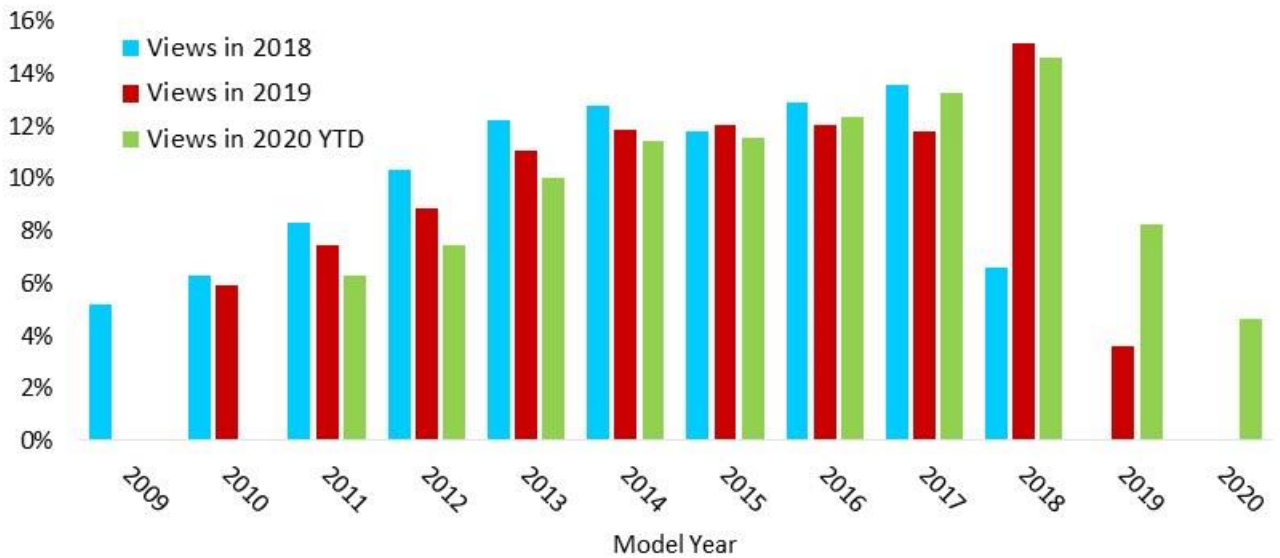
Model Years

NADAguides.com Top Researched Model Years by Category

Outboard Boats



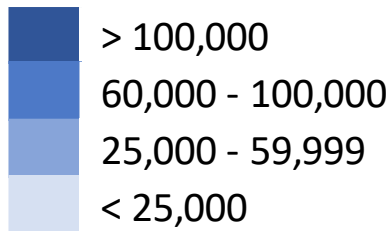
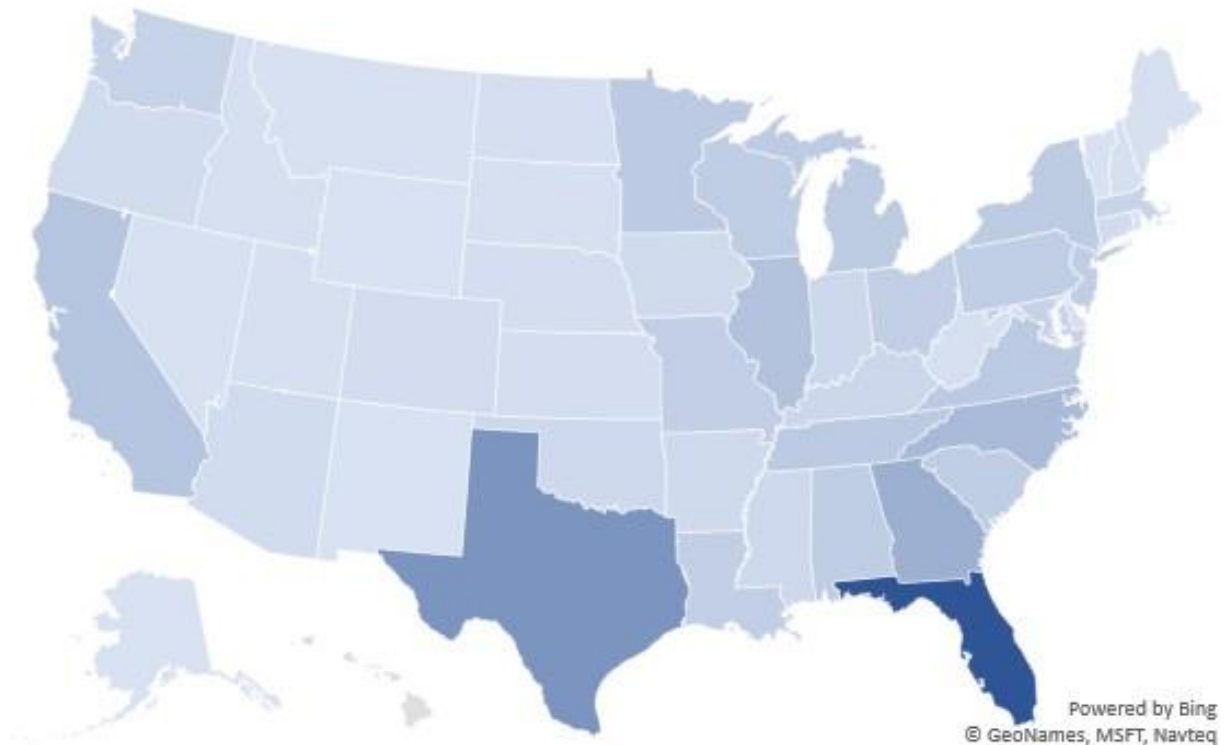
Pontoon Boats



Web Traffic by State

NADAguides.com Traffic by State in 2020 Q1

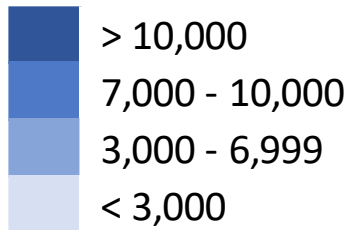
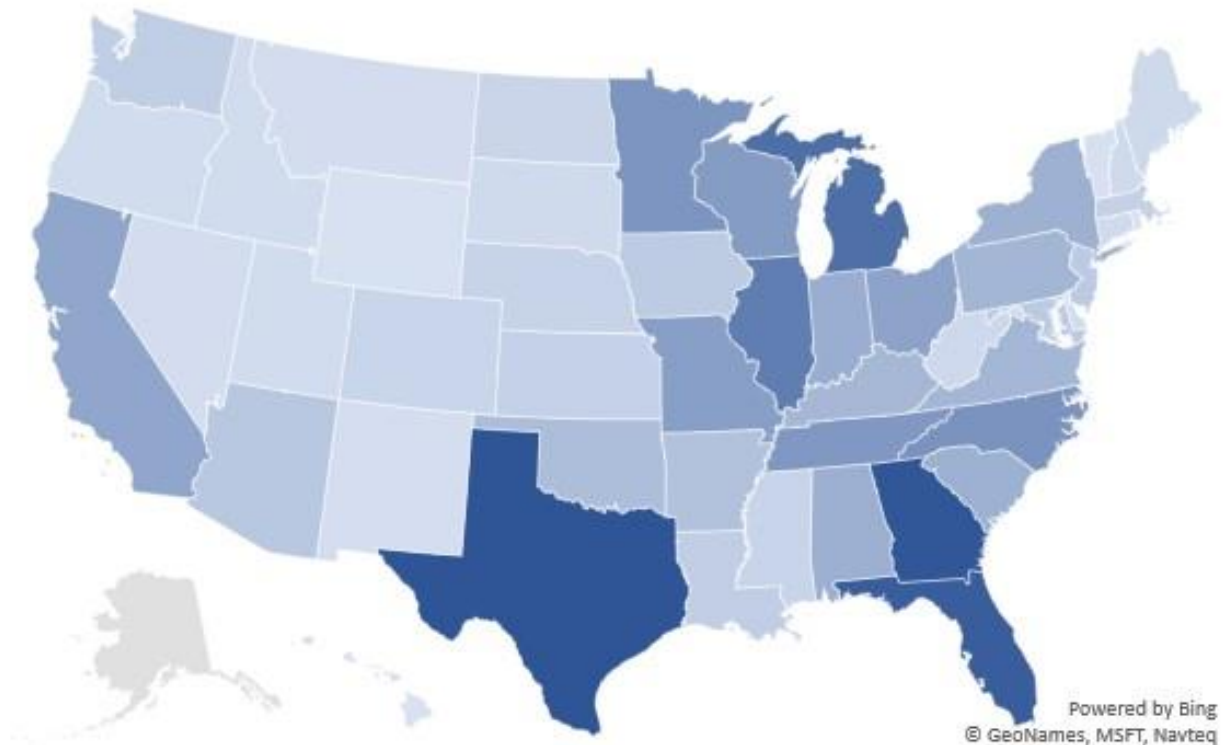
Outboard Boats



Web Traffic by State

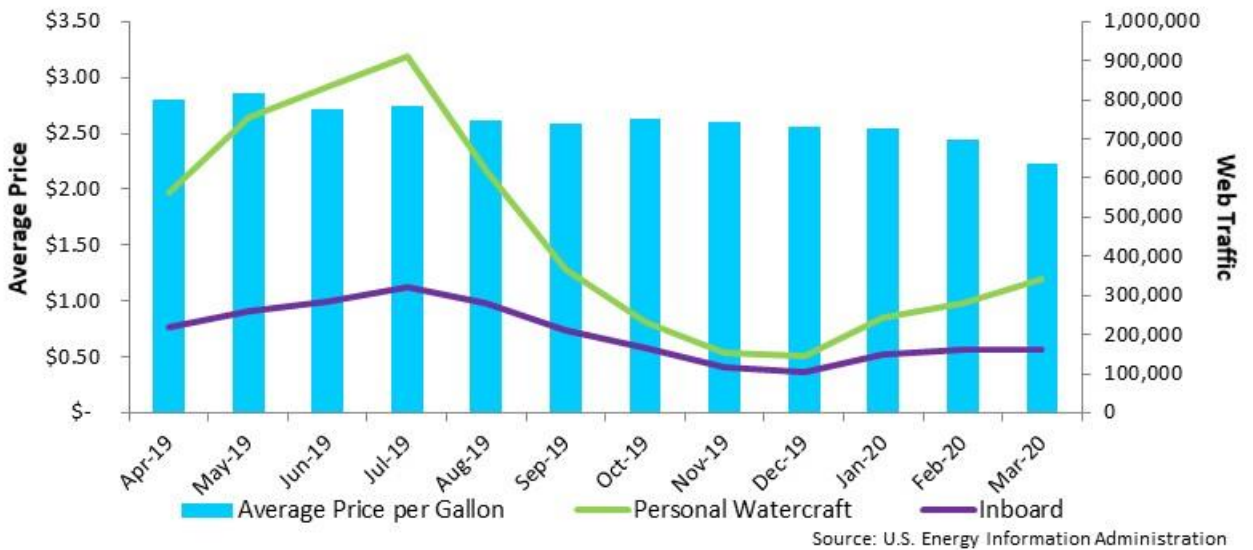
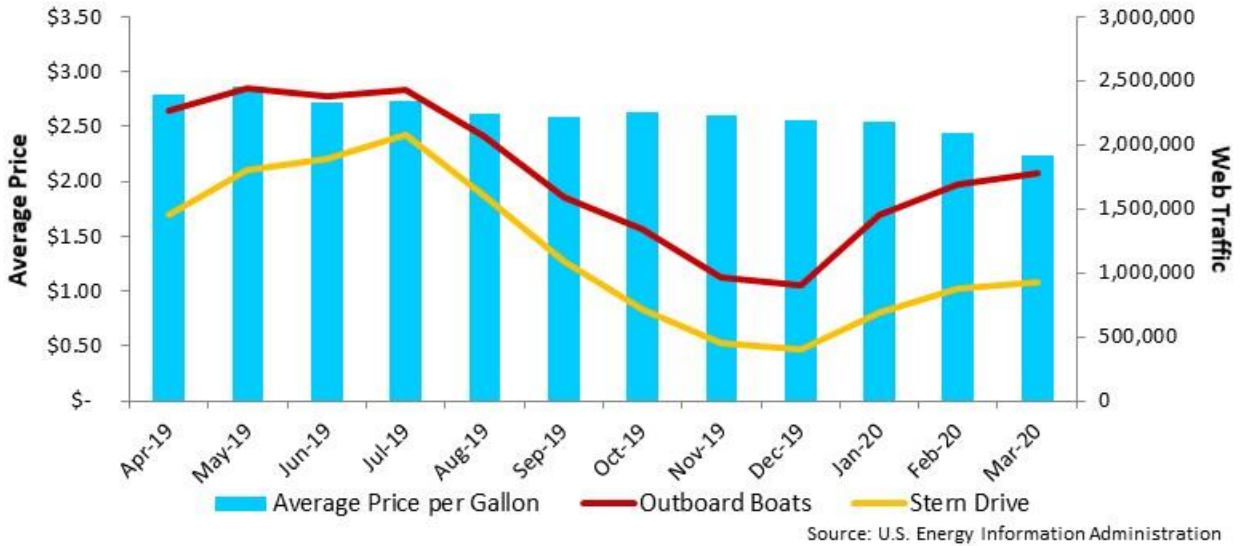
NADAguides.com Traffic by State in 2020 Q1

Pontoon Boats



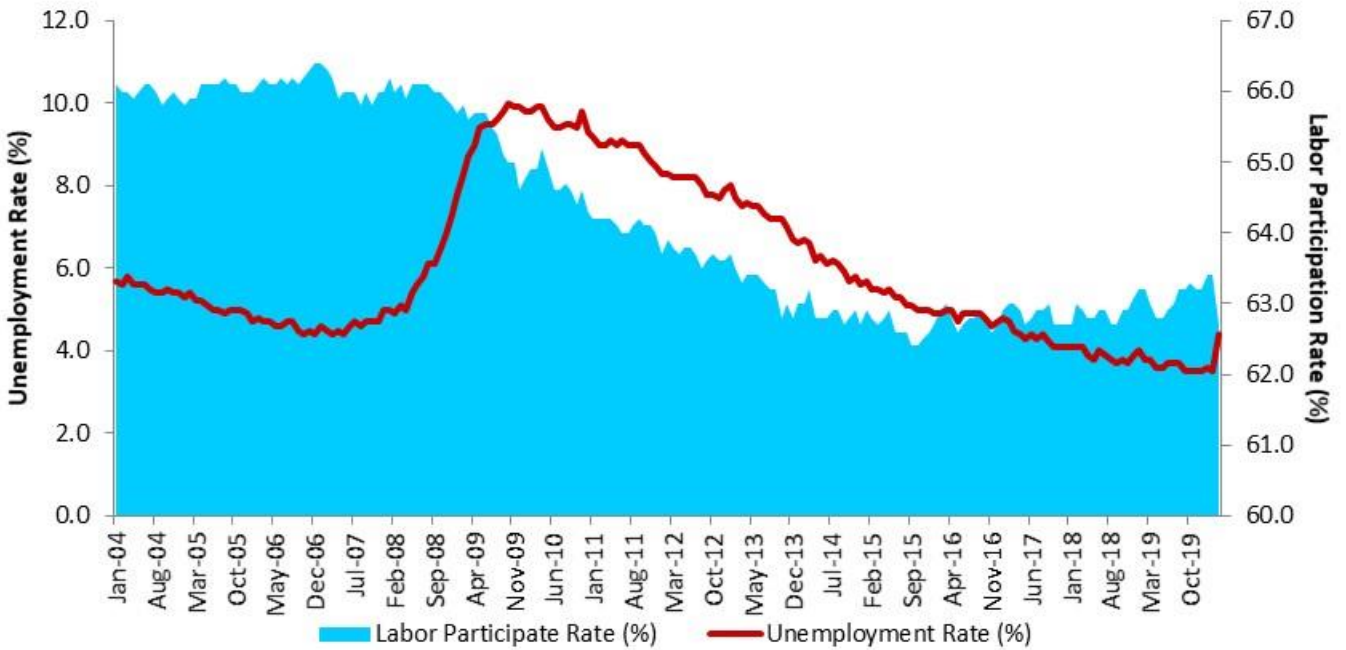
Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)

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