

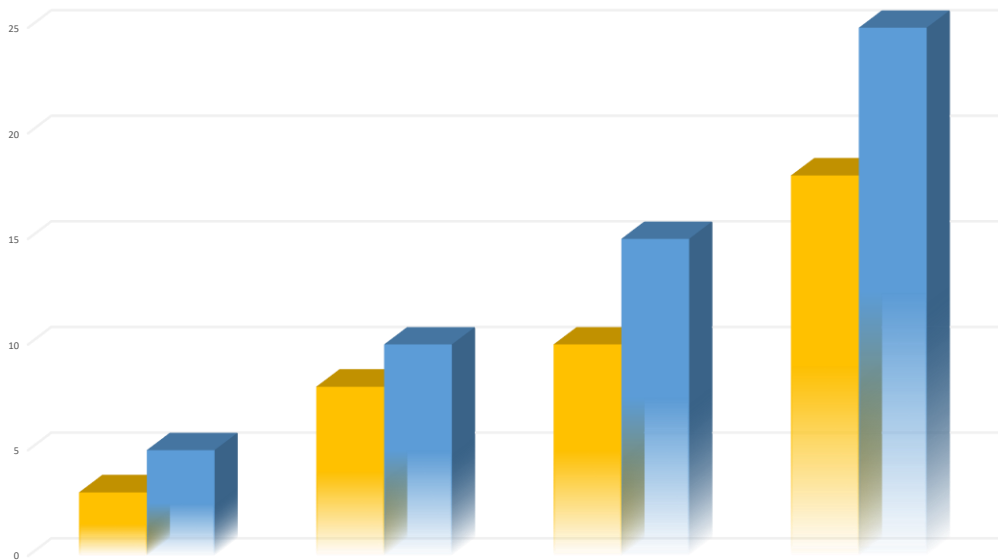
# 2<sup>nd</sup> Quarter 2020

## 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

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## Marine Market Update

All segments of the Marine industry were strong in the May-June period. People were eager to get back out on the water, whether with close friends and family or solo.

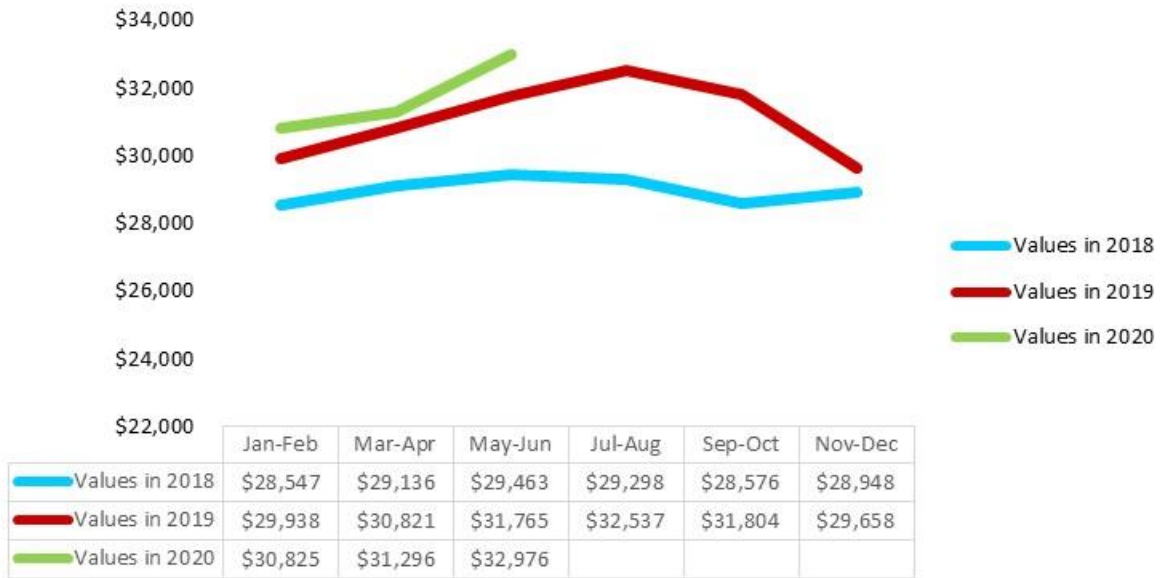
Boats in all price ranges had a nice May-June seasonal rebound. Year-over-year, outboards were up 3.8%, stern drives were up 3.9%, and inboards were up a very healthy 8.8%. Personal watercraft were up 4.3% year-over-year.

With dealership operations getting back to normal and demand healthy, the summer months look better than predicted. The economy has major challenges to work through, and we're somewhat concerned about conditions in the fall. However, if layoffs in the mid-high income segments remain under control in the 3<sup>rd</sup> quarter, the Marine industry will be well-positioned to benefit from changes in recreational habits.

# Power Boat Values

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

### Outboard Boats



### Stern Drive Boats



# Marine Values

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

### Inboard Boats



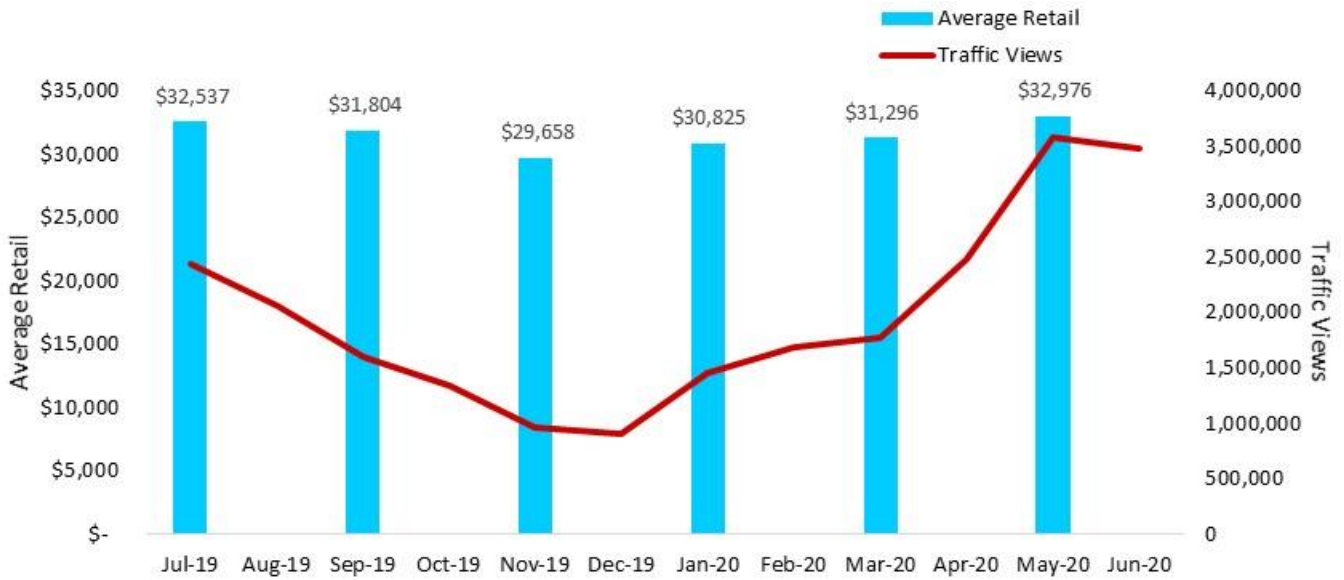
### Personal Watercraft



# 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

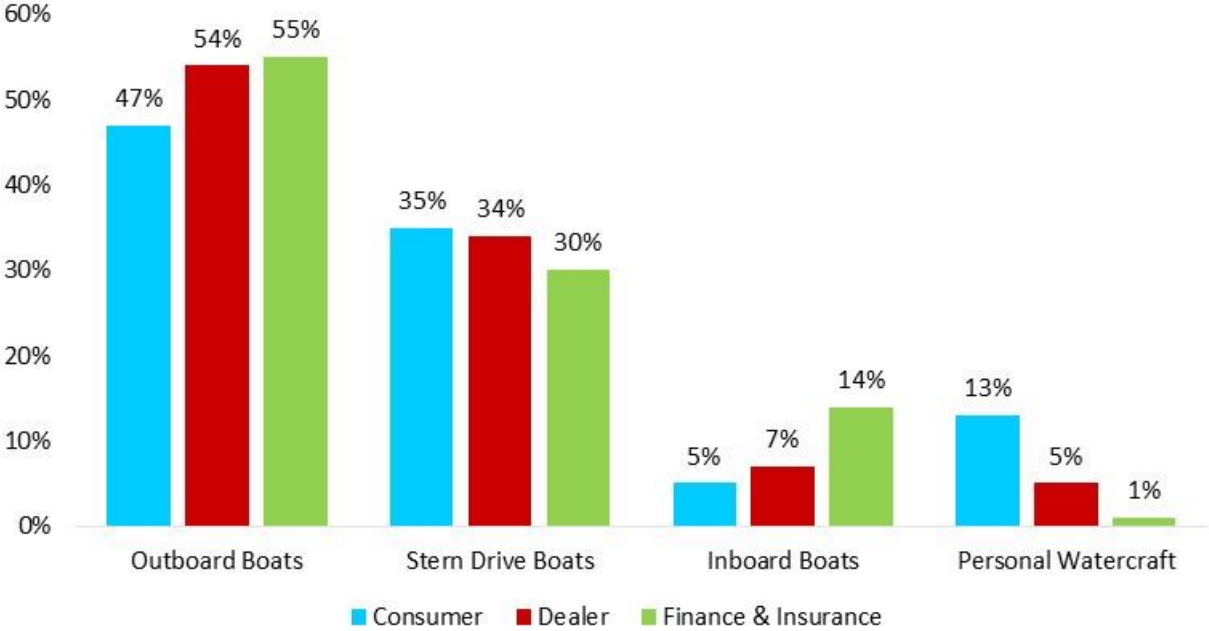


### Personal Watercraft



# Marine Categories

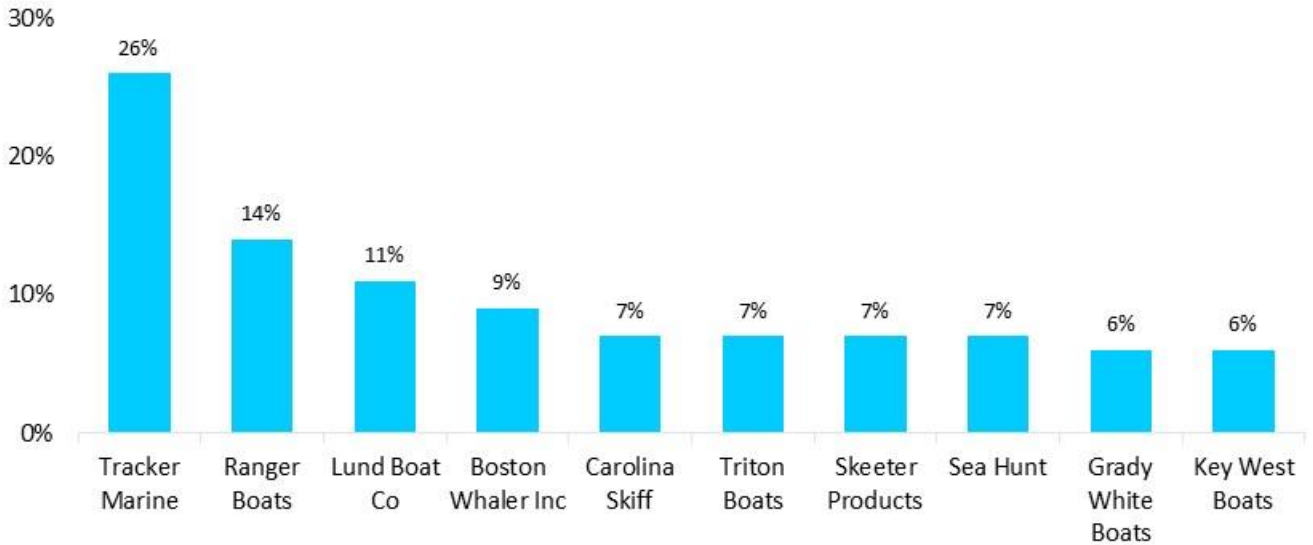
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2020 Q1-Q2



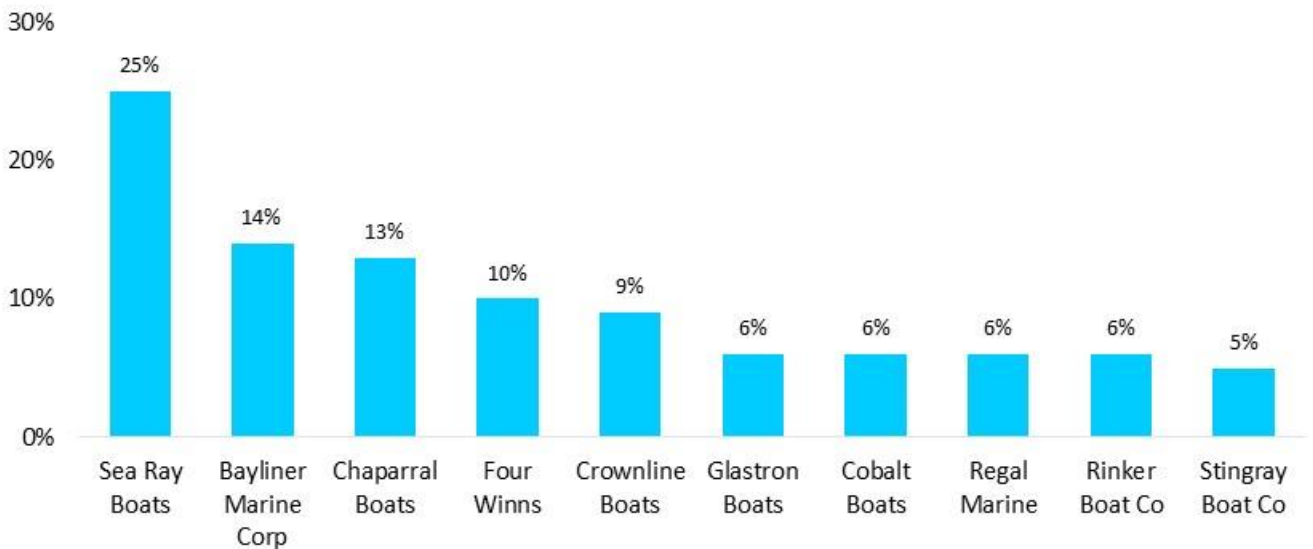
# Power Boat Brands

NADAguides.com Top Researched Brands in 2020 Q1-Q2

## Outboard Brands



## Stern Drive Brands

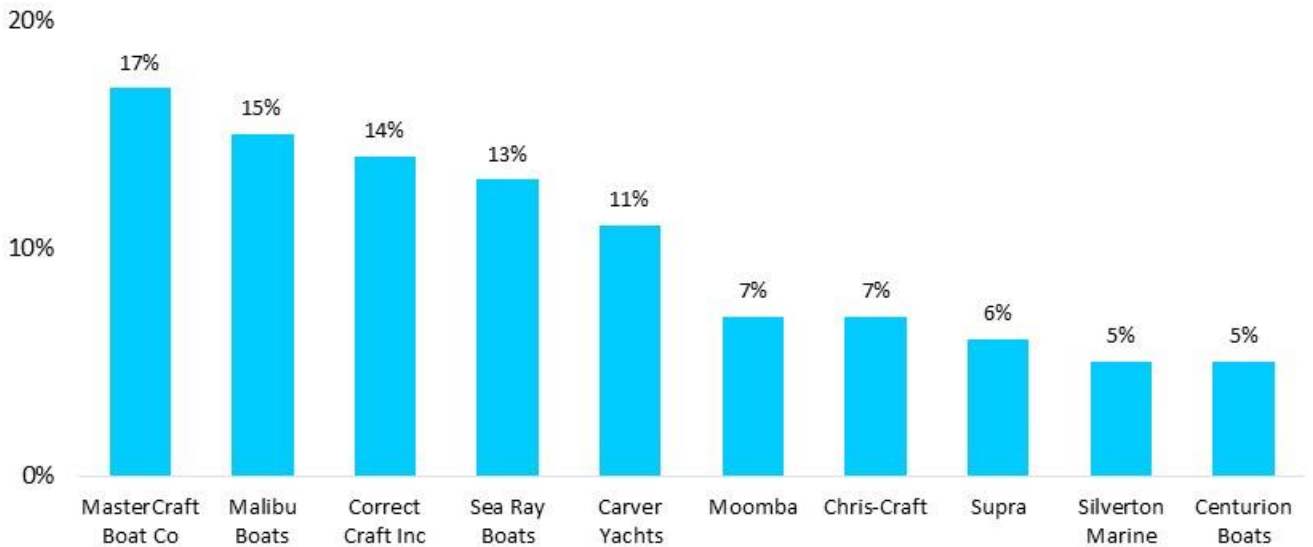




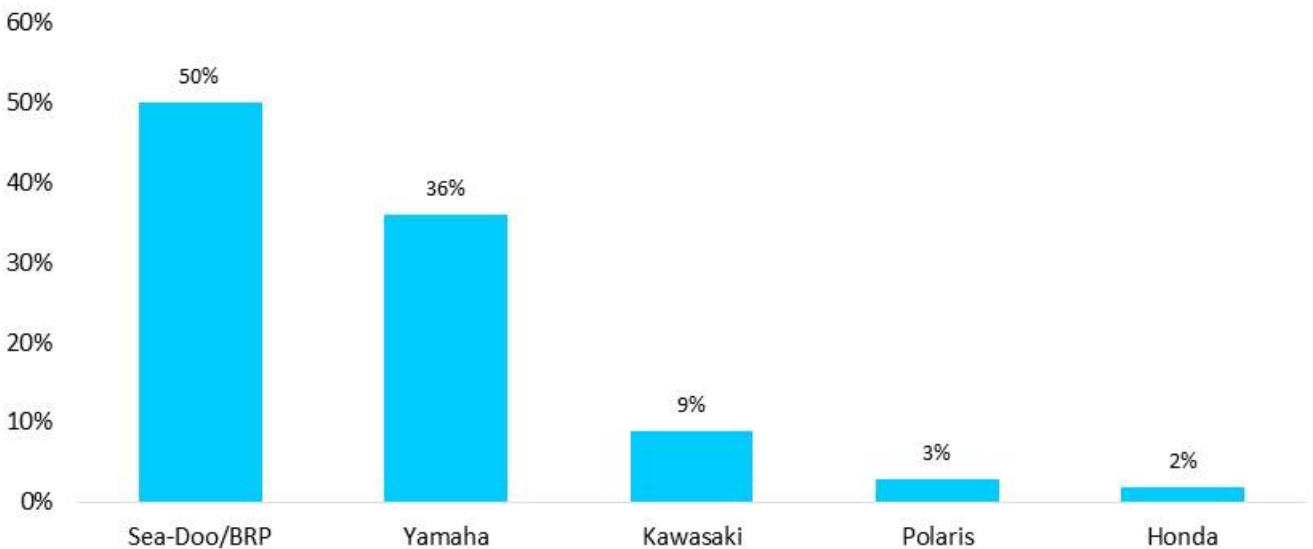
# Marine Brands

NADAguides.com Top Researched Brands in 2020 Q1-Q2

## Inboard Brands



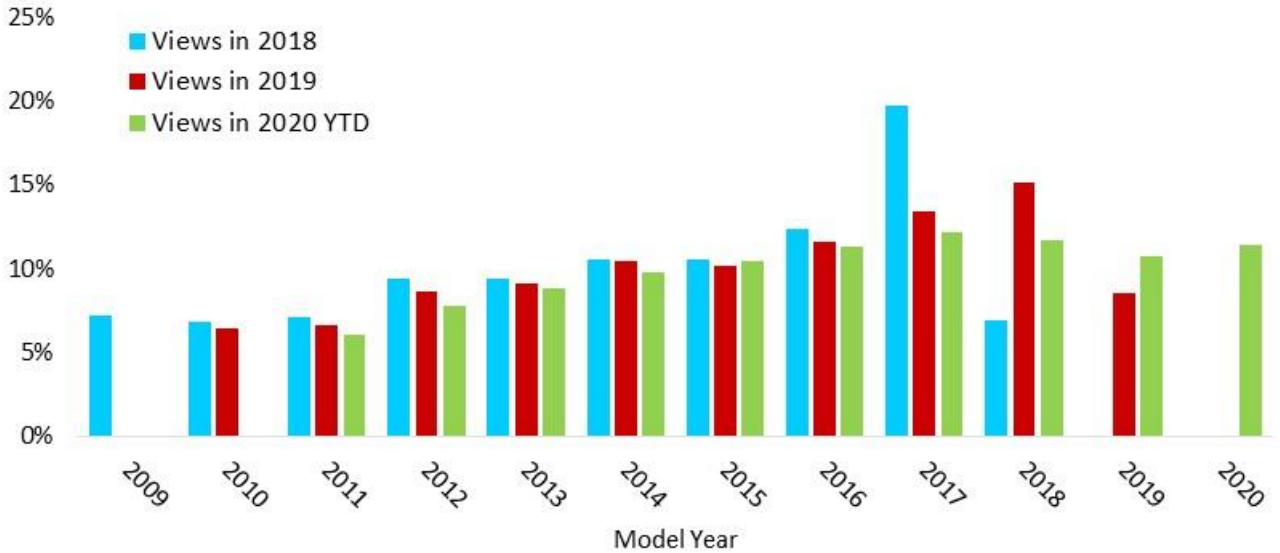
## Personal Watercraft Brands



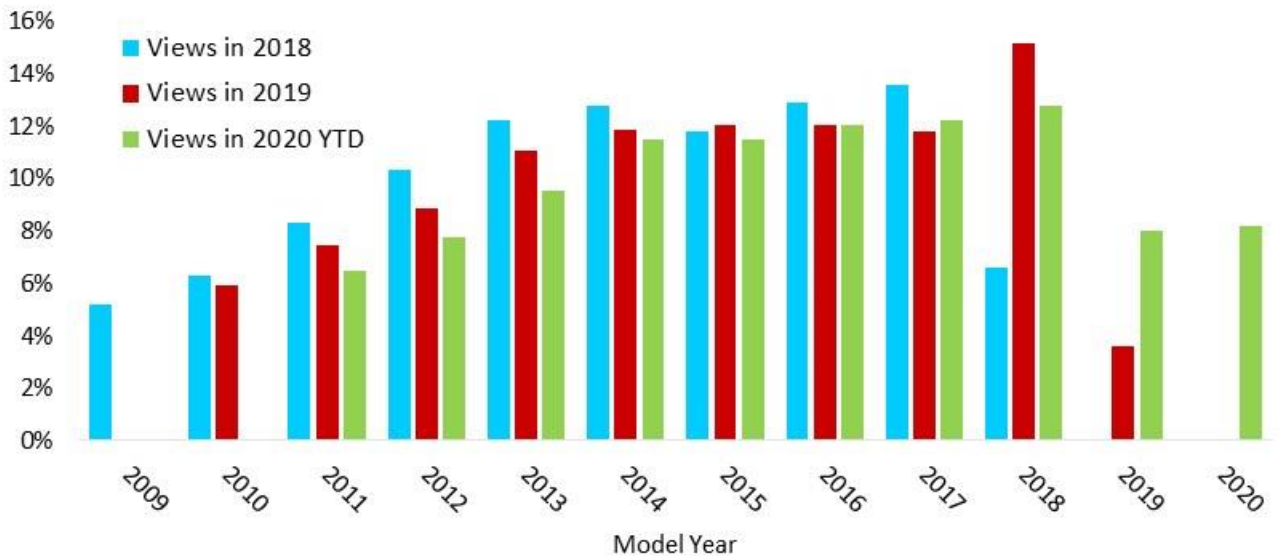
# Model Years

## NADAguides.com Top Researched Model Years by Category

### Outboard Boats



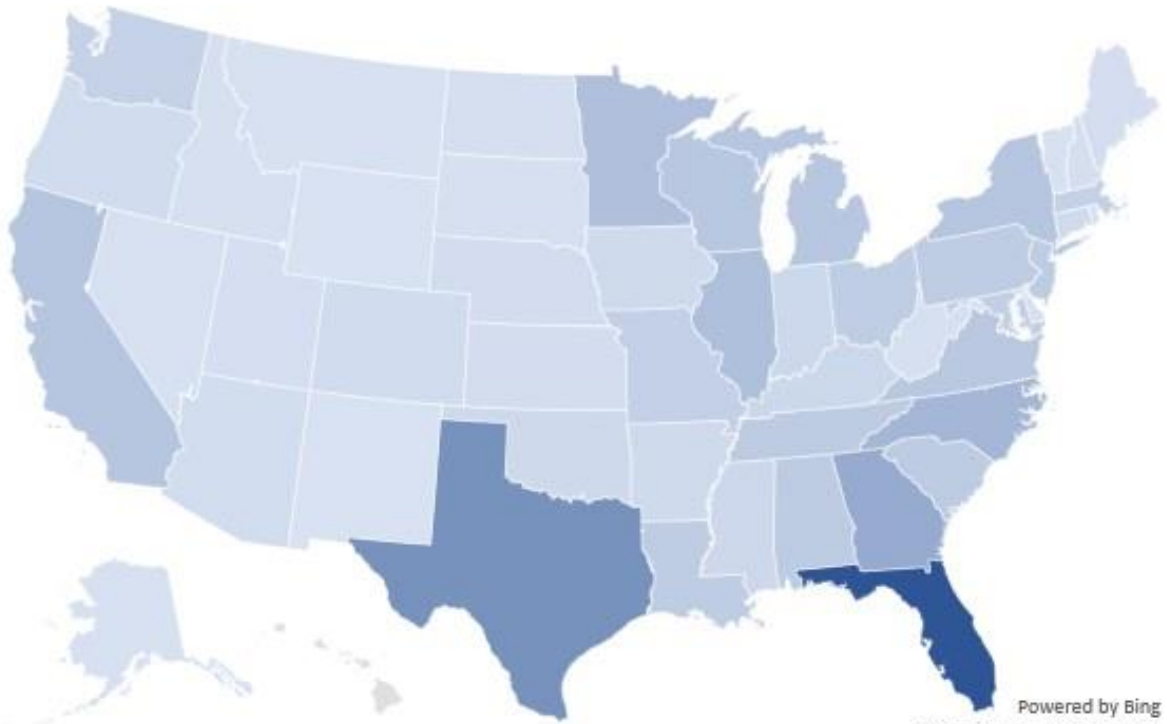
### Pontoon Boats



# Web Traffic by State

NADAguides.com Traffic by State in 2020 Q1-Q2

Outboard Boats

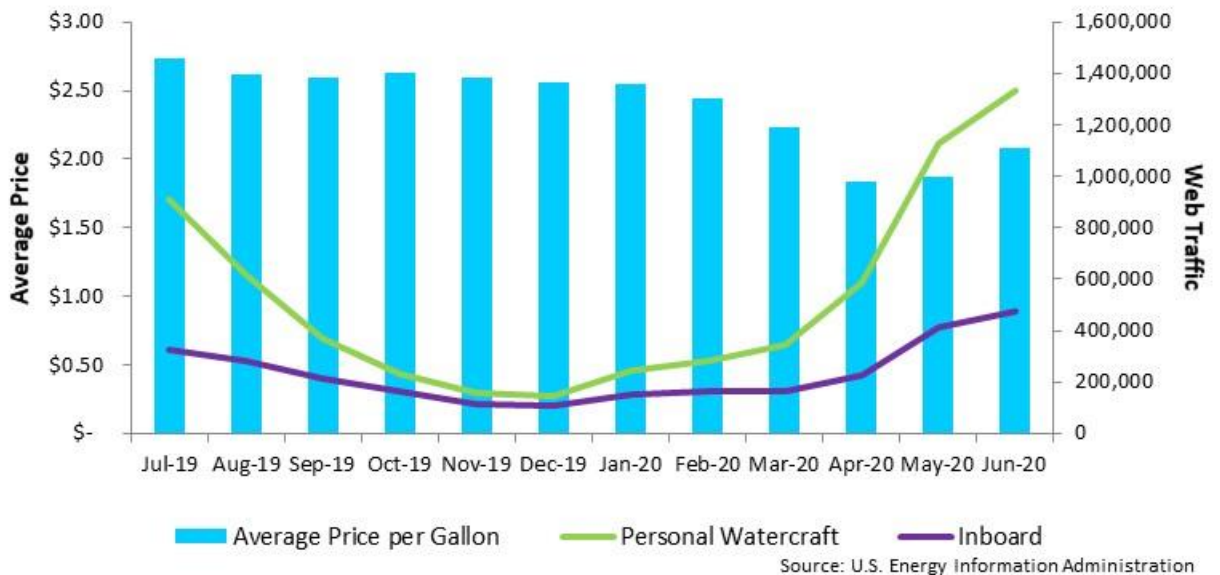
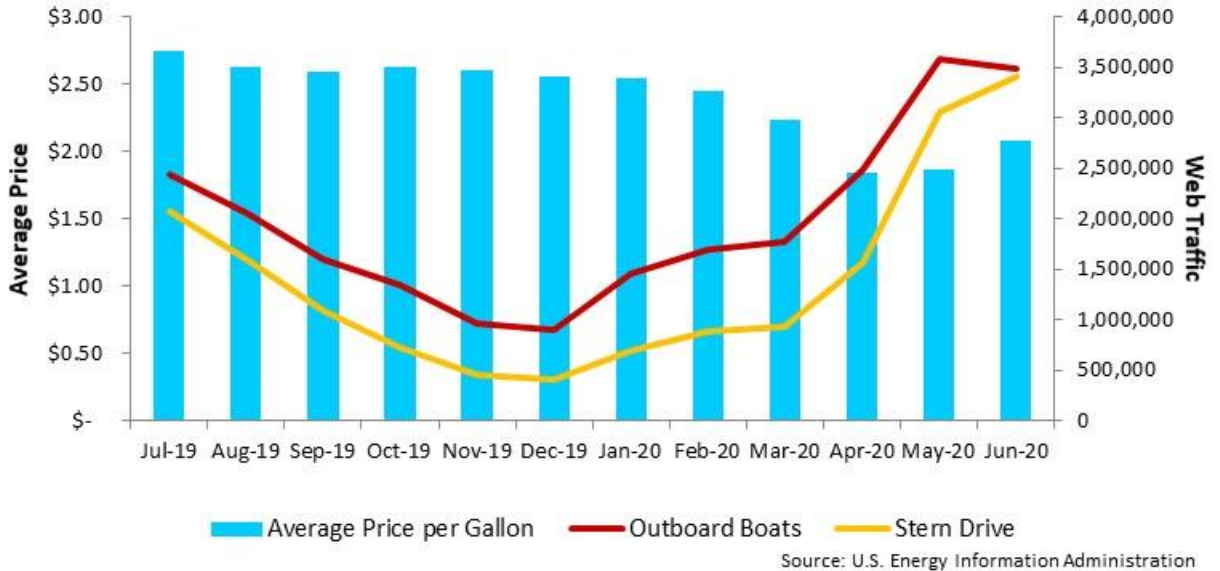


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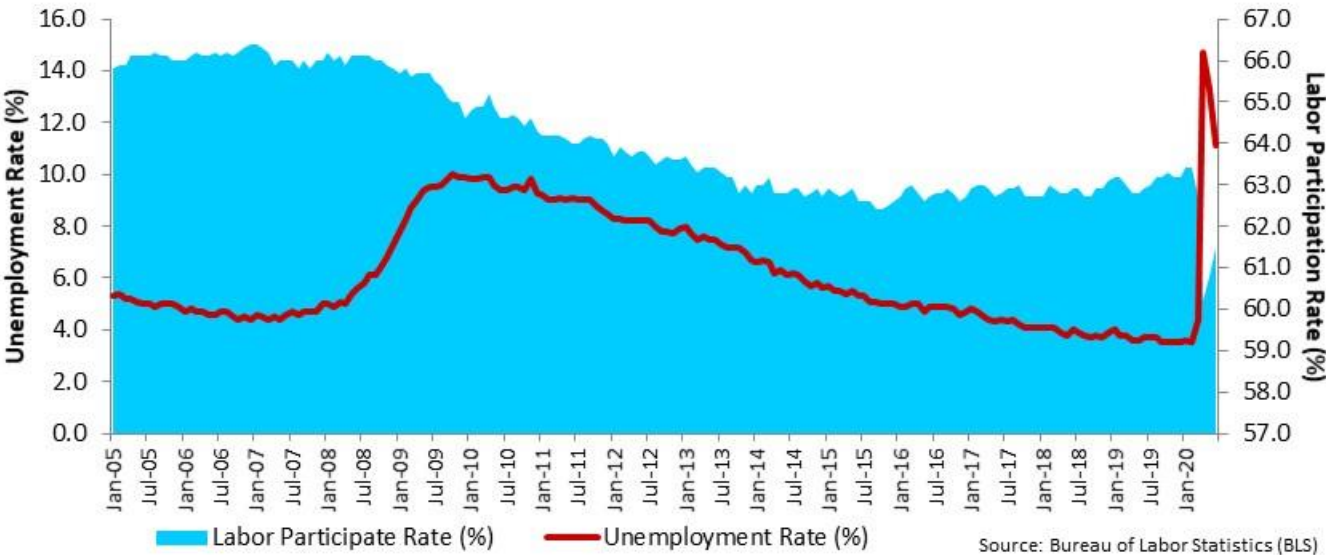
# Fuel Price Data

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



# Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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