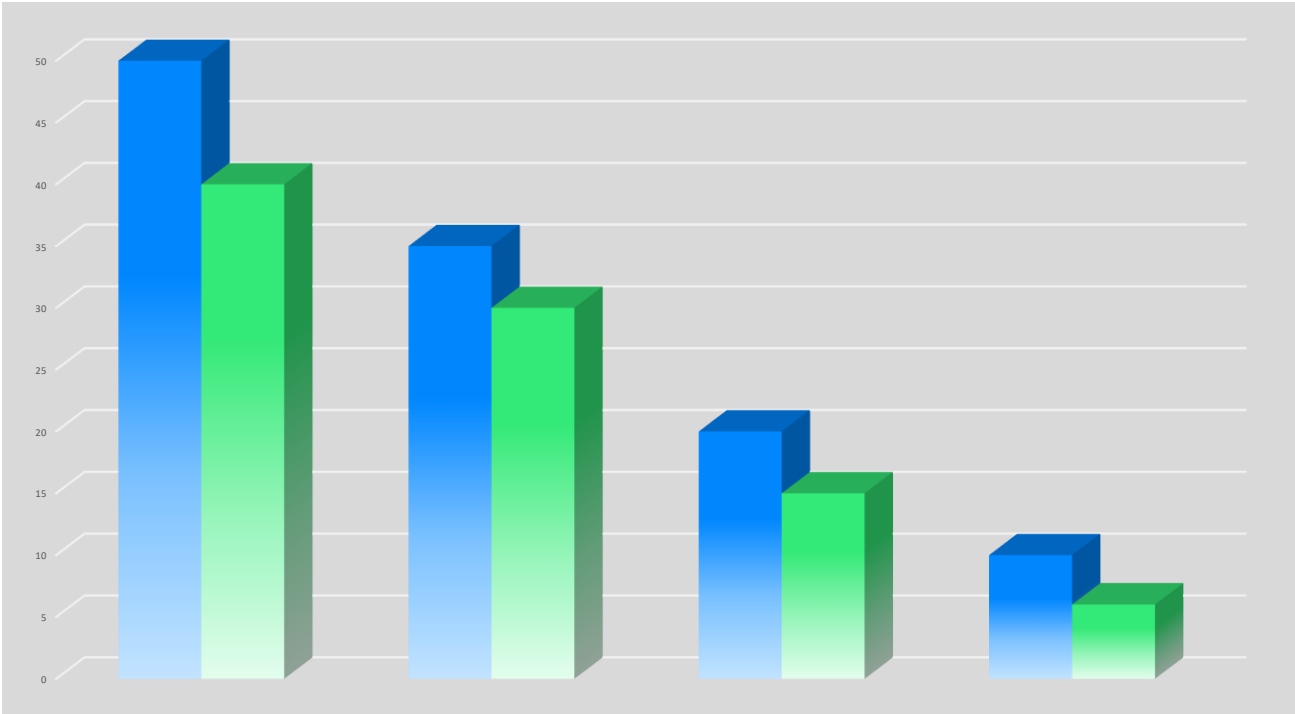


# J.D. POWER

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## Market Insights

**MARINE**  
Q1 2021

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## Marine Market Industry Overview

The marine industry is red-hot. As we enter boating season nationwide, customers with money to spend are finding that parts shortages and factory issues are limiting the availability of new boats. These conditions have pushed boat and watercraft values to historically high levels.

Looking at individual segments, the most recent 10 model years of used outboard values averaged a whopping 20.1% more money in Q1 2021 than the same period of 2020. Stern Drives performed just as well, bringing 20.4% more money. Inboards are simply crushing any historical comparison, with this segment averaging 39.9% higher values year-over-year. Personal watercraft brought 12.0% more money in Q1.

Production constraints and a rosy economic outlook mean we are confident boat and watercraft values will remain elevated for at least a few more months. If you're lucky enough to have inventory, profit margins should be looking strong.

**Marine Values**

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

**Outboard Boats**



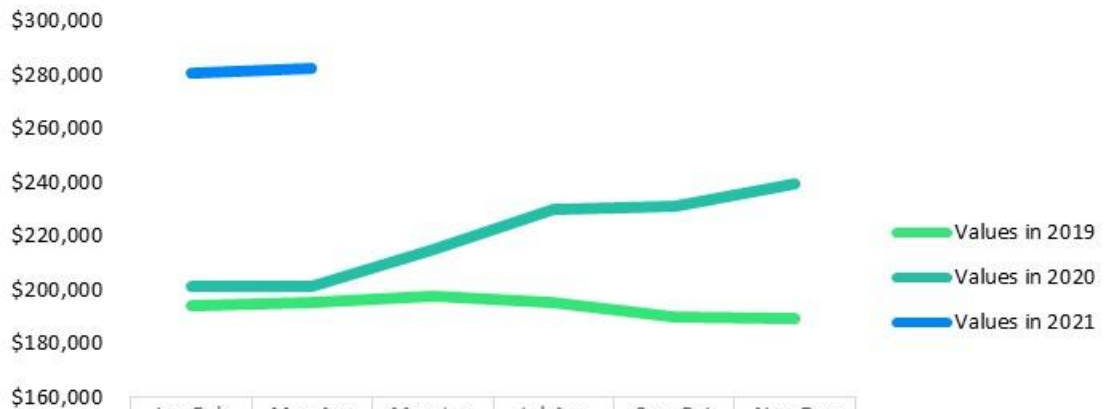
**Stern Drive Boats**



## Marine Values

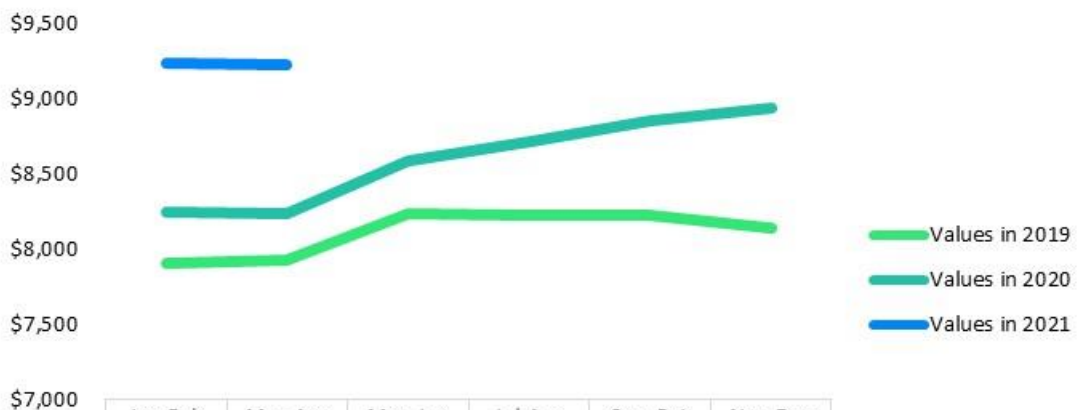
### Average Retail Value by Category – Values for the Last 10 Model Years

#### Inboard Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$194,202	\$195,652	\$197,681	\$195,502	\$190,203	\$189,674
Values in 2020	\$201,280	\$201,300	\$214,986	\$230,006	\$231,438	\$239,340
Values in 2021	\$280,603	\$282,584				

#### Personal Watercraft

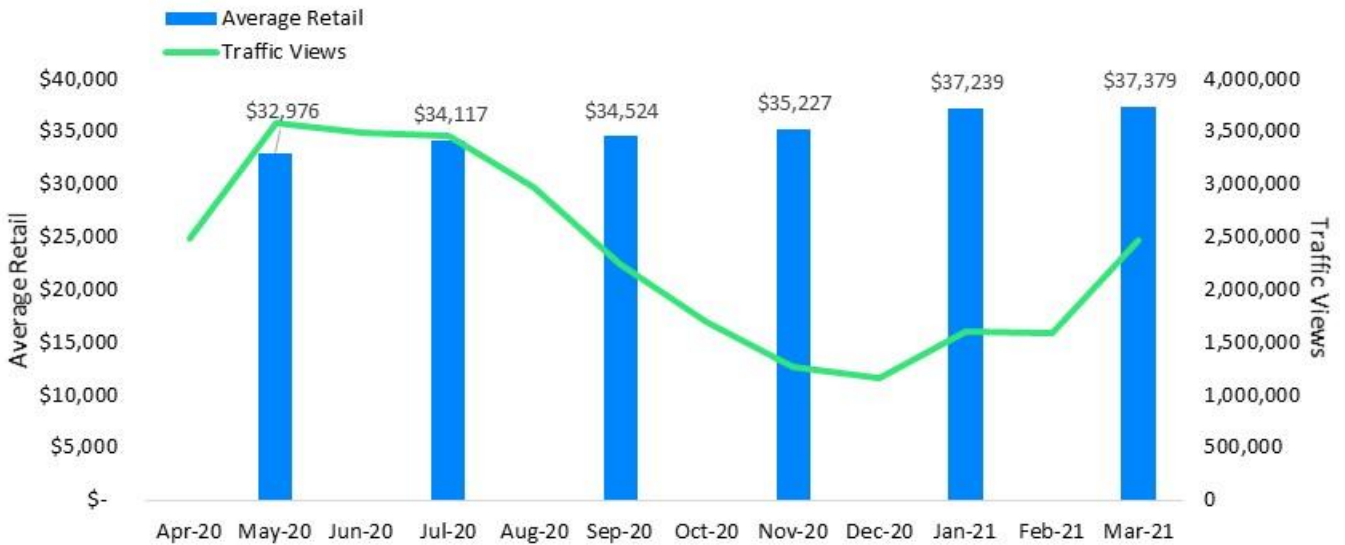


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$7,903	\$7,927	\$8,234	\$8,227	\$8,229	\$8,138
Values in 2020	\$8,253	\$8,234	\$8,587	\$8,720	\$8,855	\$8,946
Values in 2021	\$9,241	\$9,232				

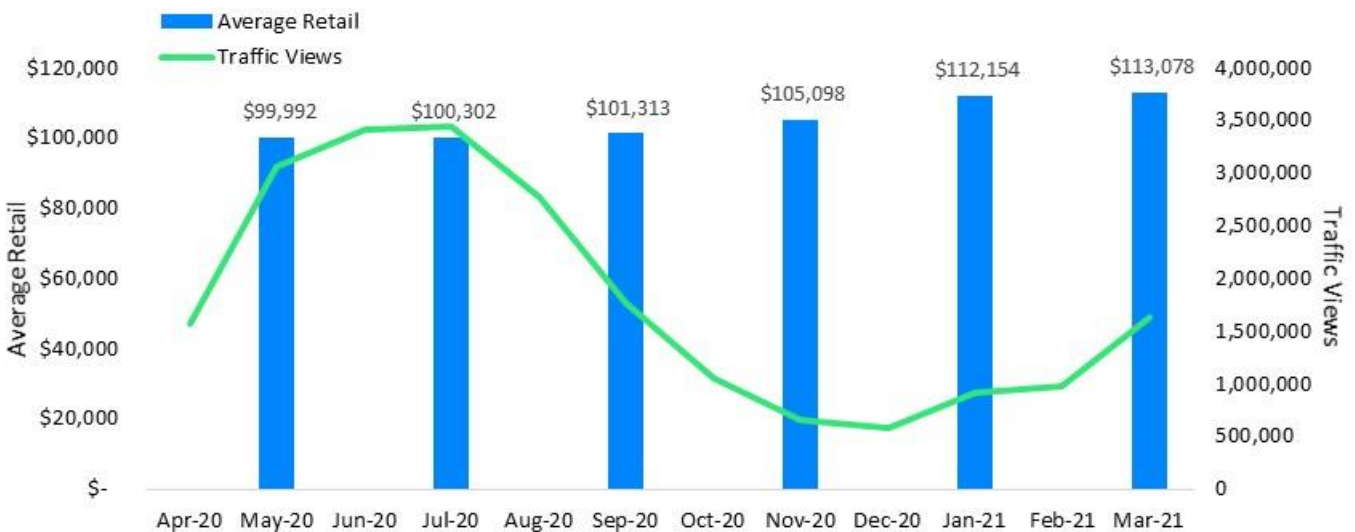
## Marine Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Outboard Boats



#### Stern Drive Boats



## Marine Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Inboard Boats

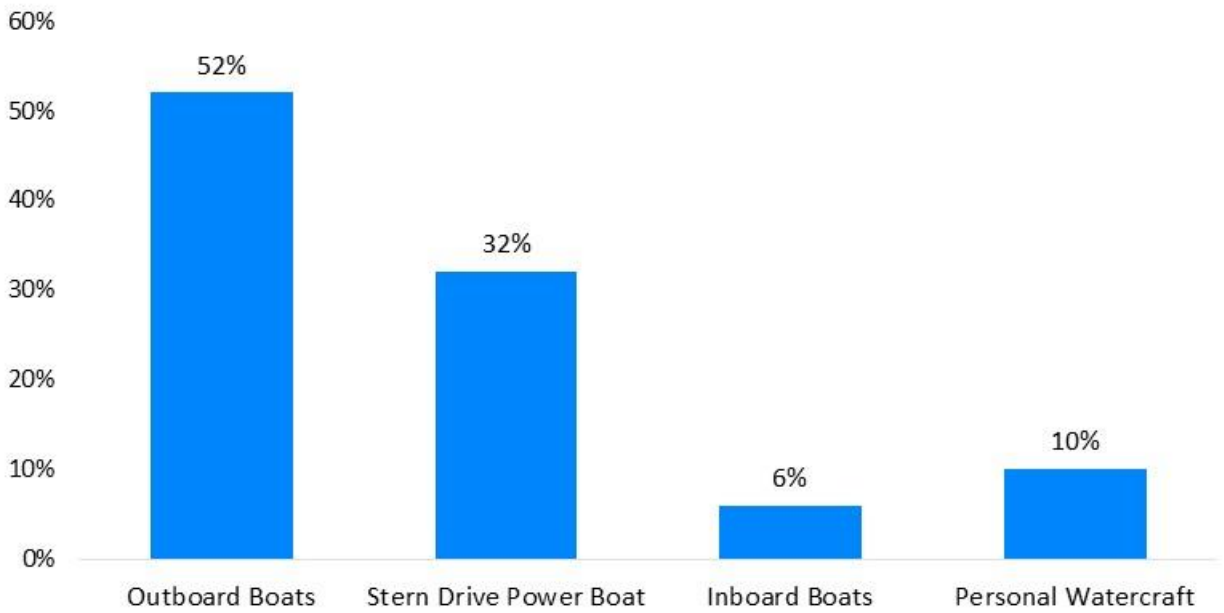


#### Personal Watercraft



## Marine Categories

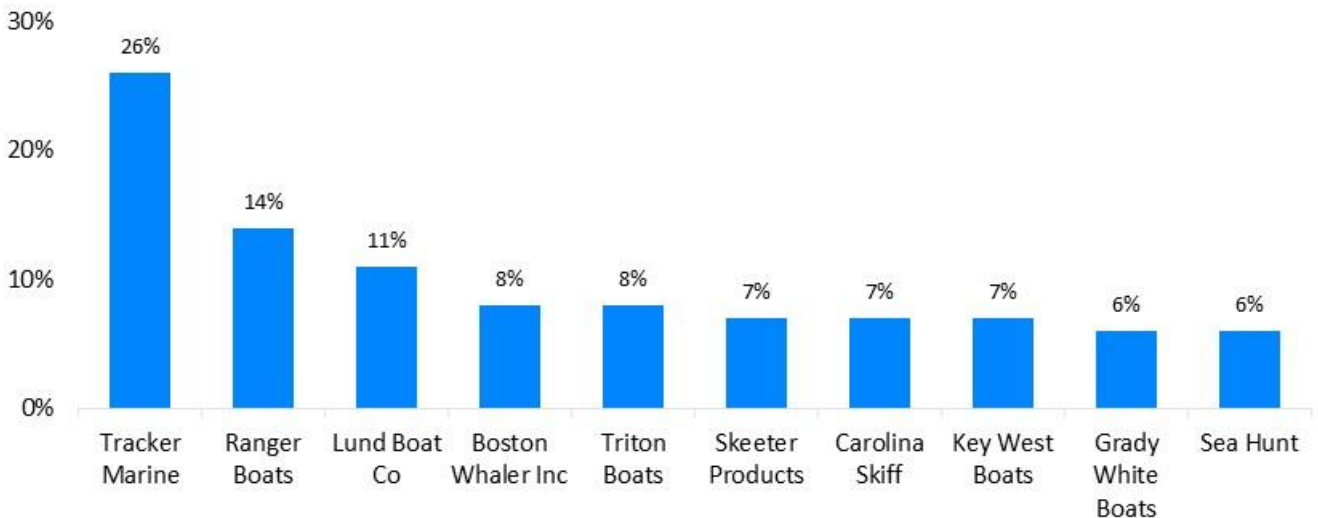
Views in 2021 Q1



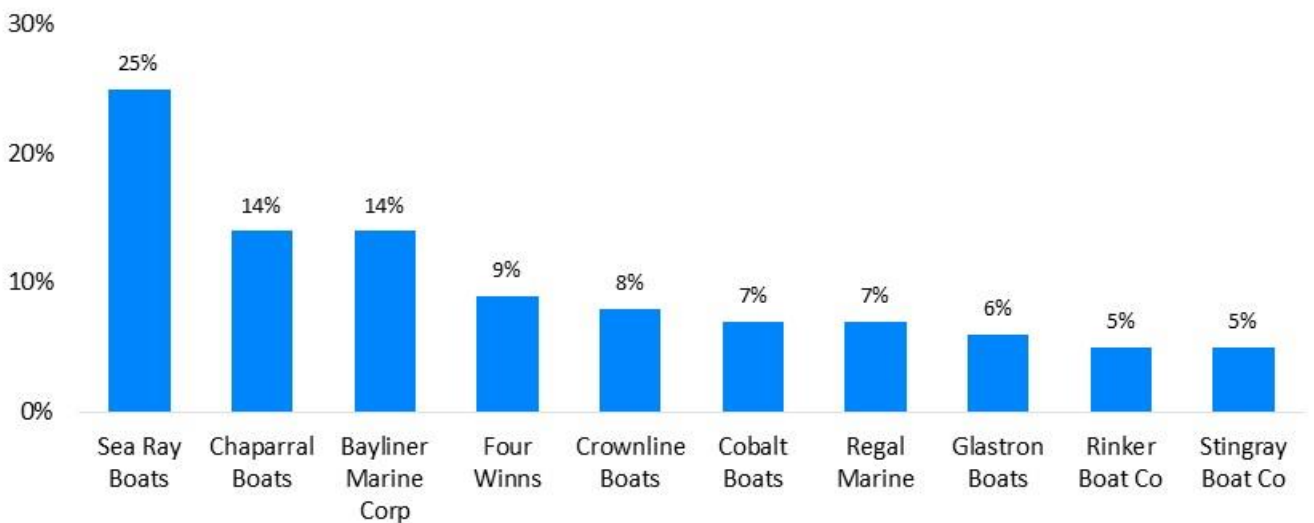
**Power Boat Brands**

**Top Researched Brands in 2021 Q1**

**Outboard Brands**



**Stern Drive Brands**

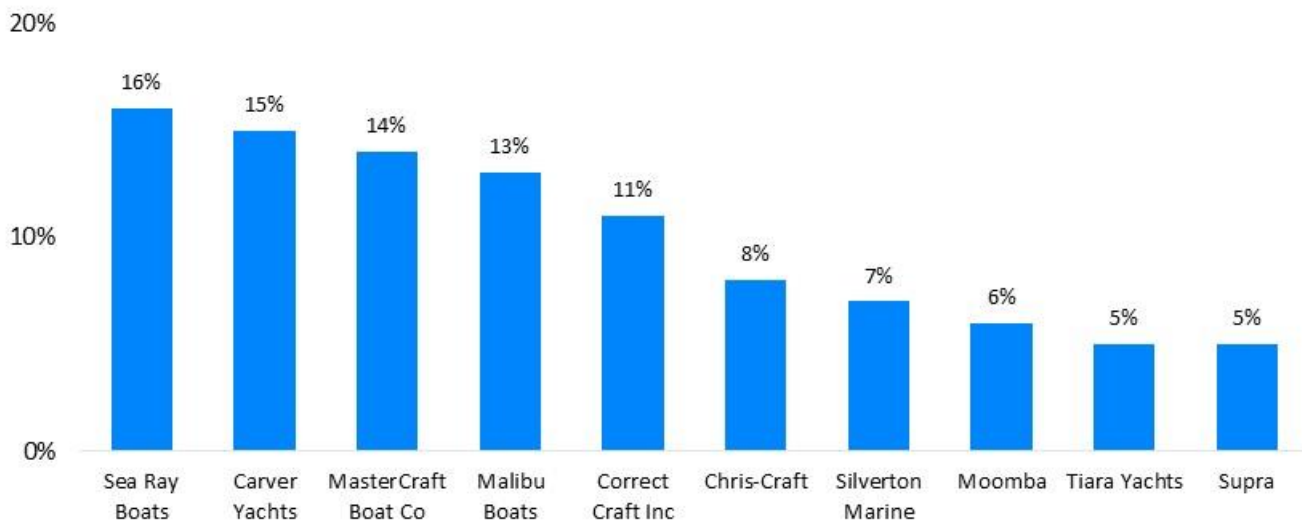




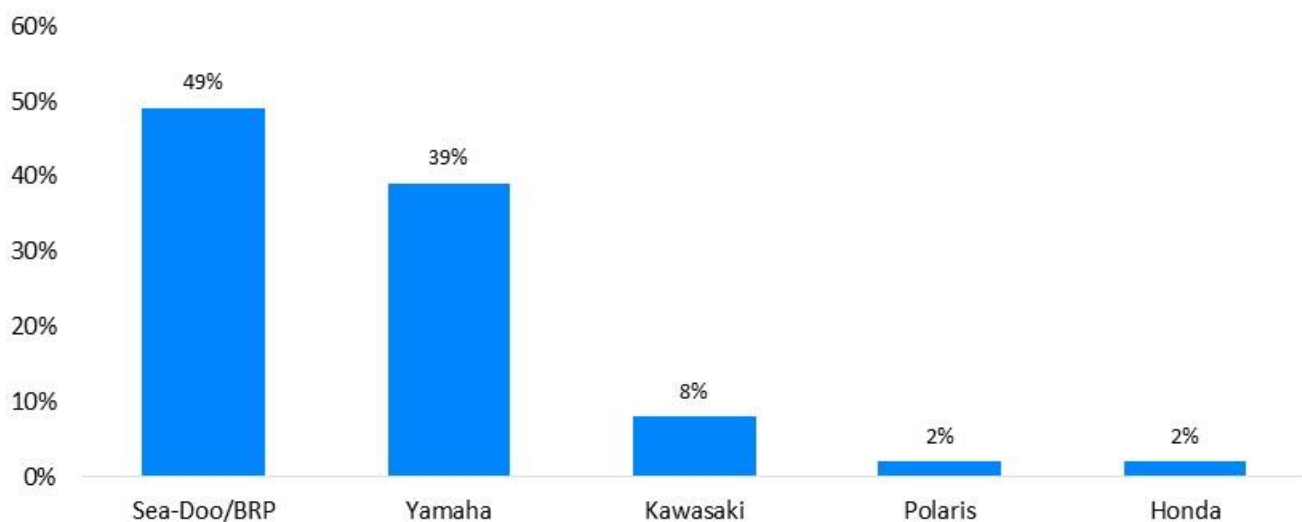
## Marine Brands

### Top Researched Brands in 2021 Q1

#### Inboard Brands



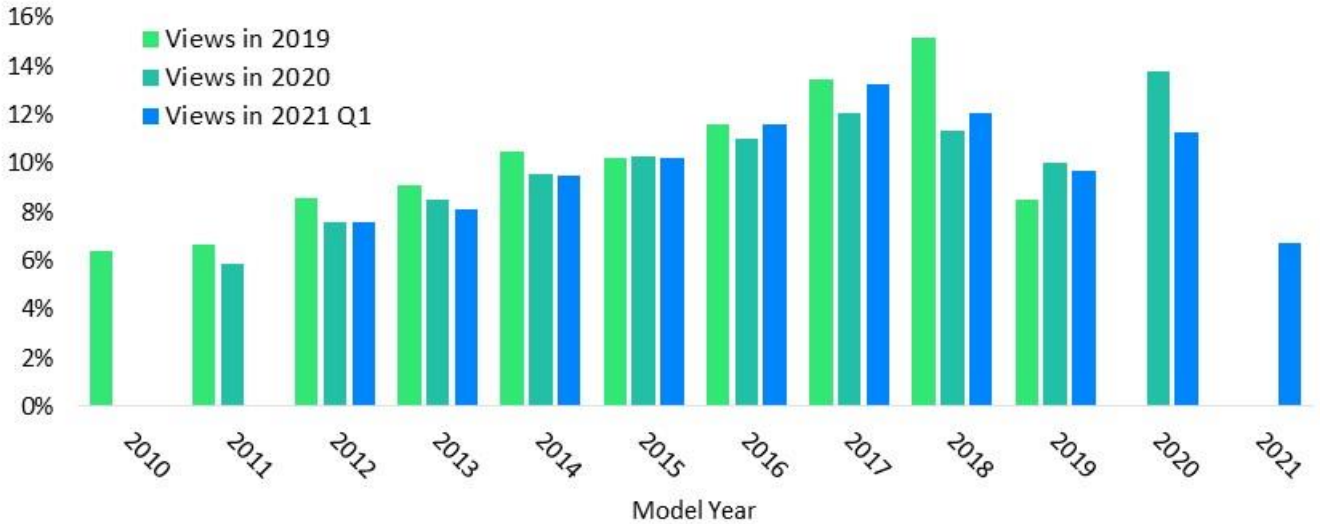
#### Personal Watercraft Brands



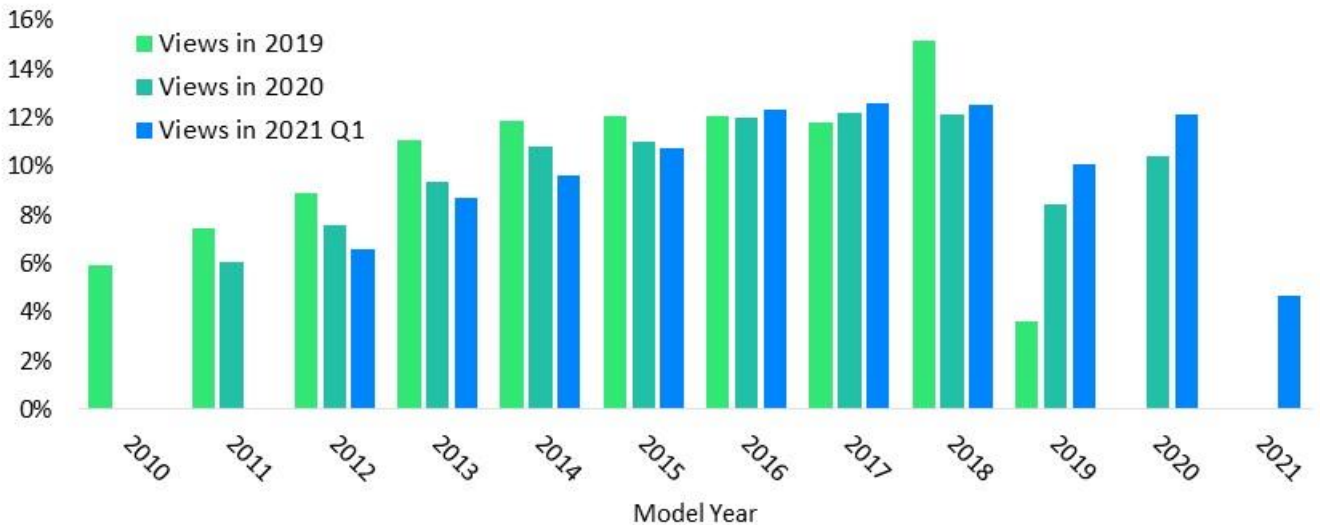
## Model Years

### Top Researched Model Years by Category

#### Outboard Boats



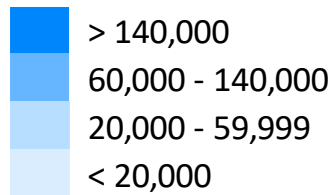
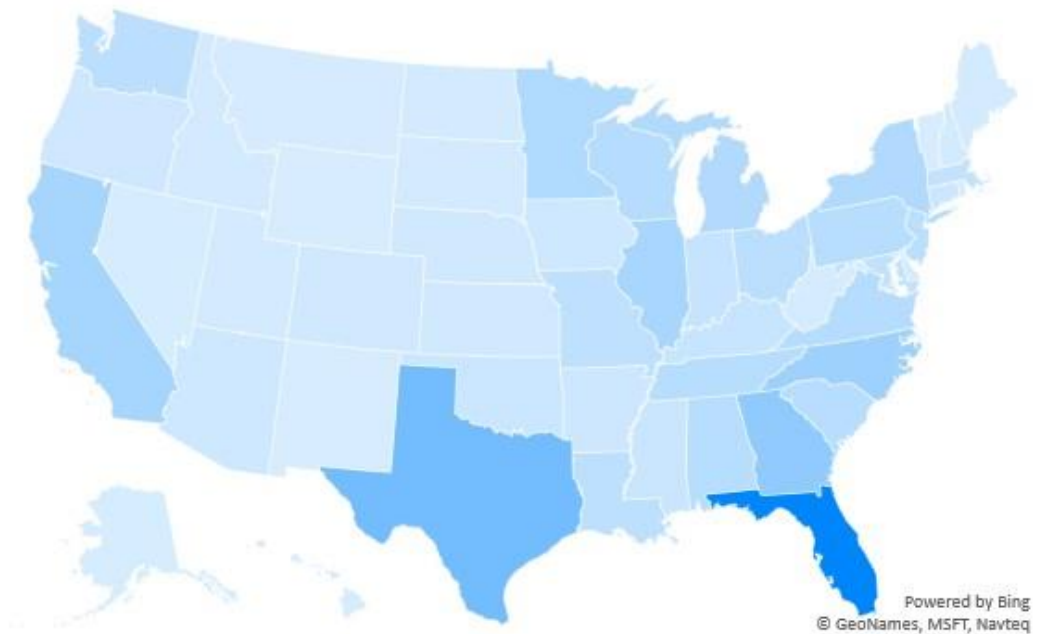
#### Pontoon Boats



## Web Traffic by State

Traffic by State in 2021 Q1

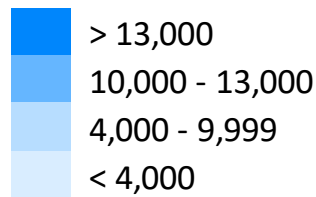
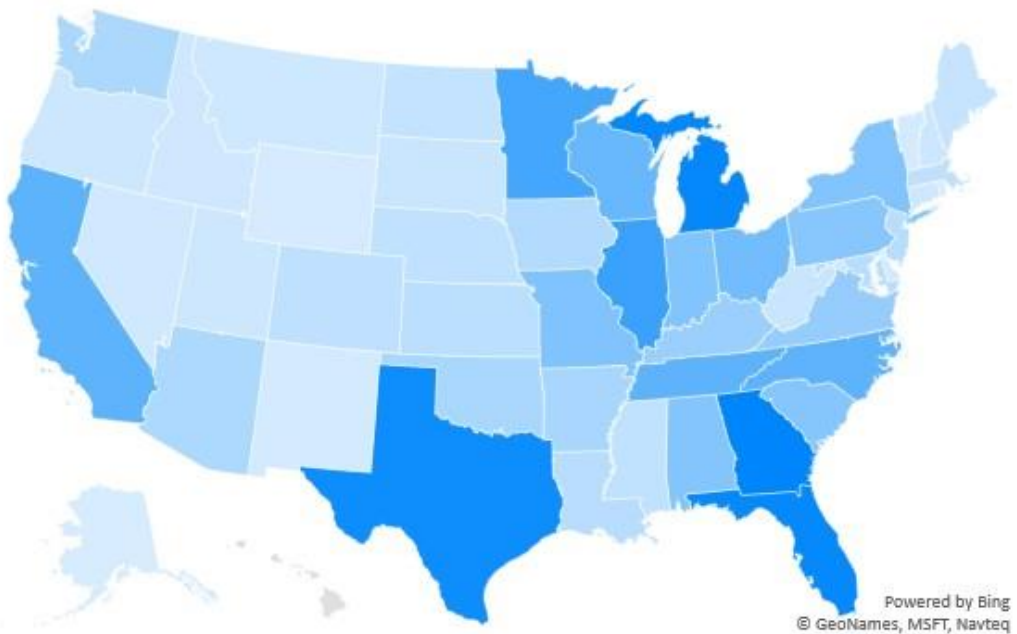
Outboard Boats



## Web Traffic by State

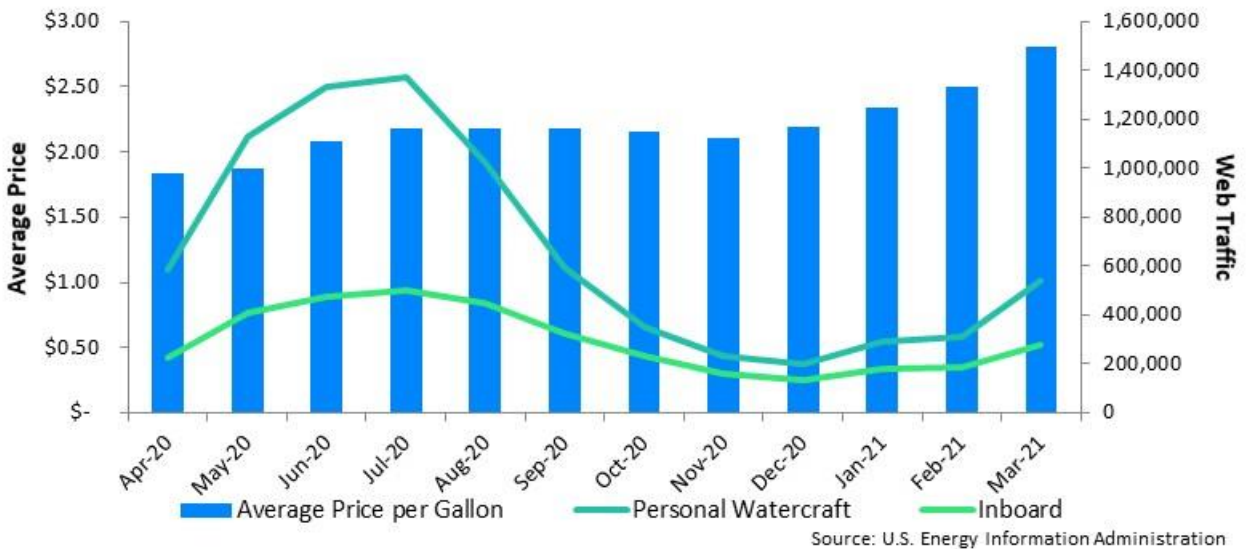
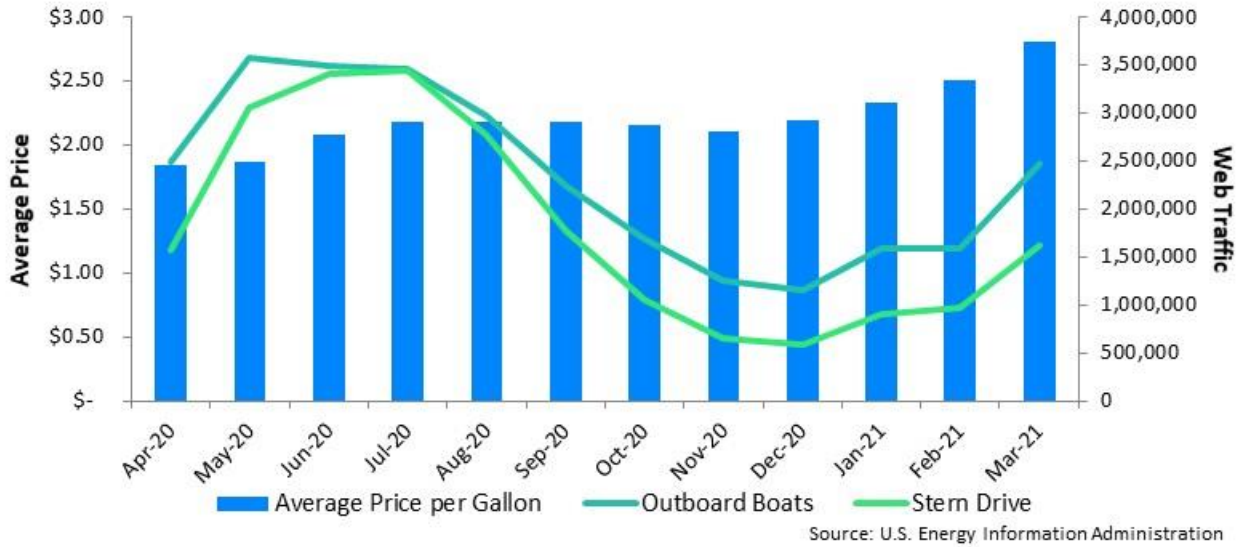
Traffic by State in 2021 Q1

Pontoon Boats



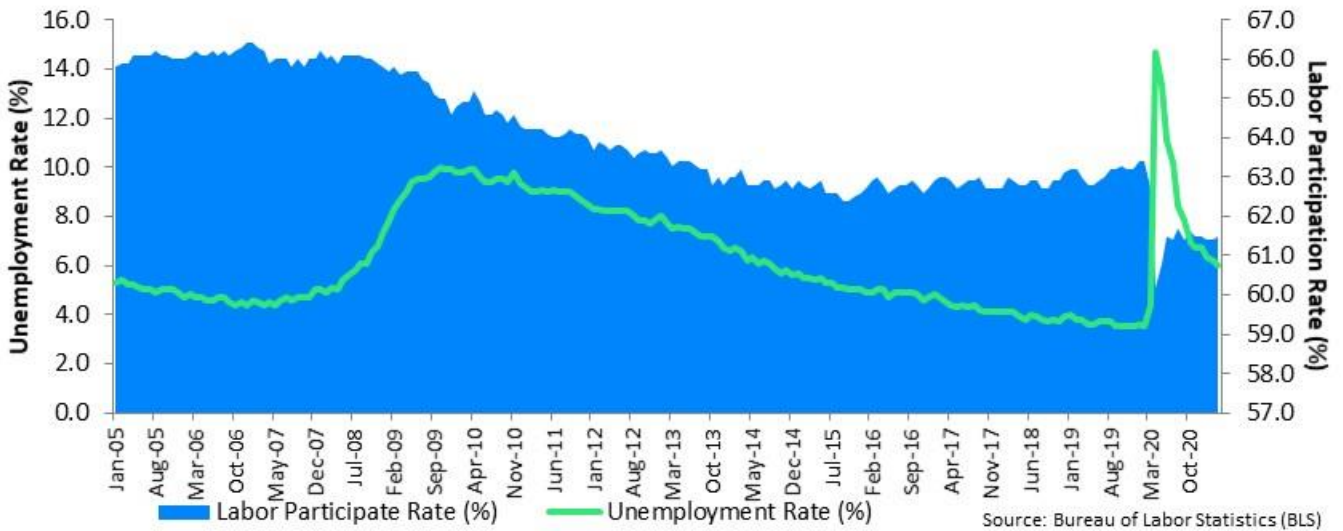
**Fuel Price Data**

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



**Economic Data**

**Unemployment & Labor Participation Rate (Seasonally Adjusted)**



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(800) 966-6232

Fax (714) 556-8715