

J.D. POWER

MARKET INSIGHTS



MARINE
Q3 2024

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MARINE MARKET INDUSTRY OVERVIEW

Marine values have stabilized going into the 4th quarter, with less seasonal decrease compared to last year.

Looking at individual segments, the most recent 10 model years of used outboard boat values brought 2.5% less money in the September-October period than July-August and 1.3% more year-over-year. Stern drives brought 4.1% less in the September-October period than July-August and 7.5% less year-over-year. Inboards brought 3.4% less in the September-October period than July-August, and 12.4% less year-over-year. Personal watercraft brought 2.6% less in the September-October period than July-August, and 1.9% less year-over-year.

Amid a less-positive inventory and demand environment, values are holding up respectably going into the 4th quarter. We are optimistic conditions will remain similar through the winter months.

MARINE VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

OUTBOARD BOATS



STERN DRIVE BOATS



MARINE VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

INBOARD BOATS



PERSONAL WATERCRAFT



MARINE 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

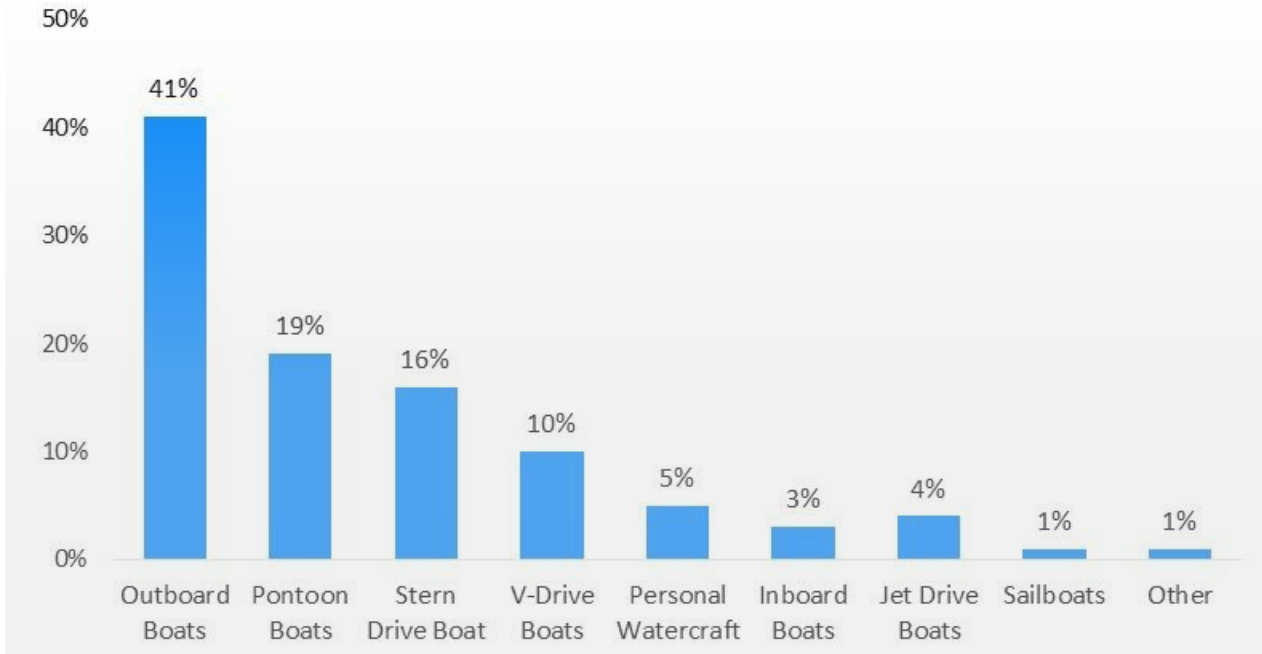


PERSONAL WATERCRAFT



MARINE CATEGORIES

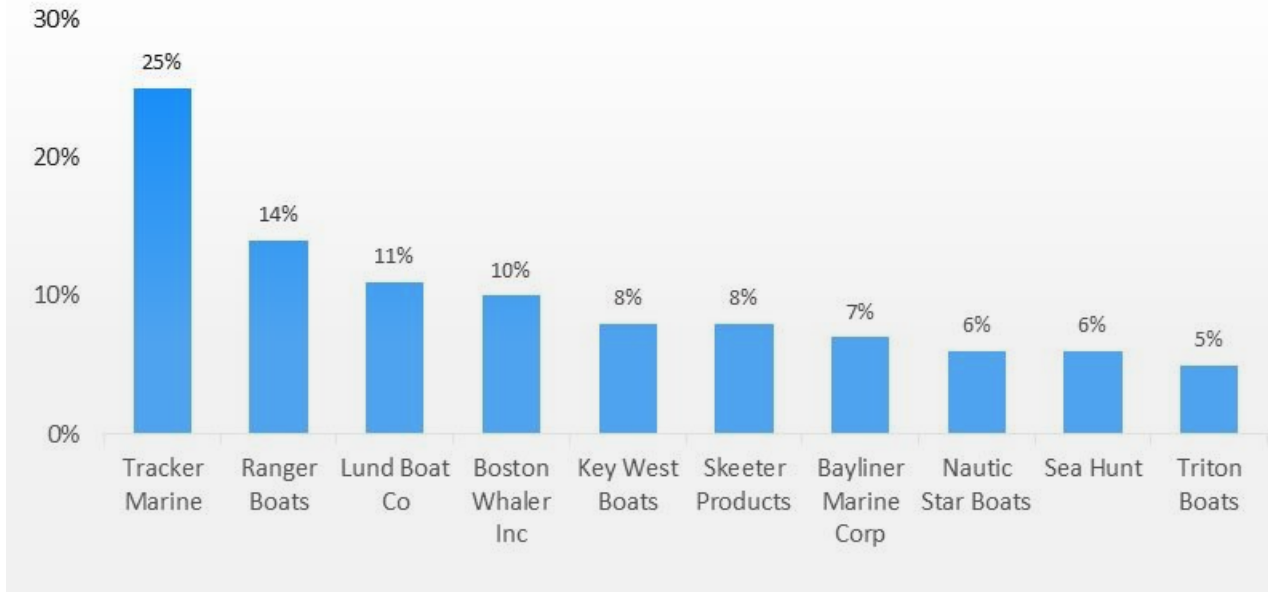
VIEWS IN 2024 YTD



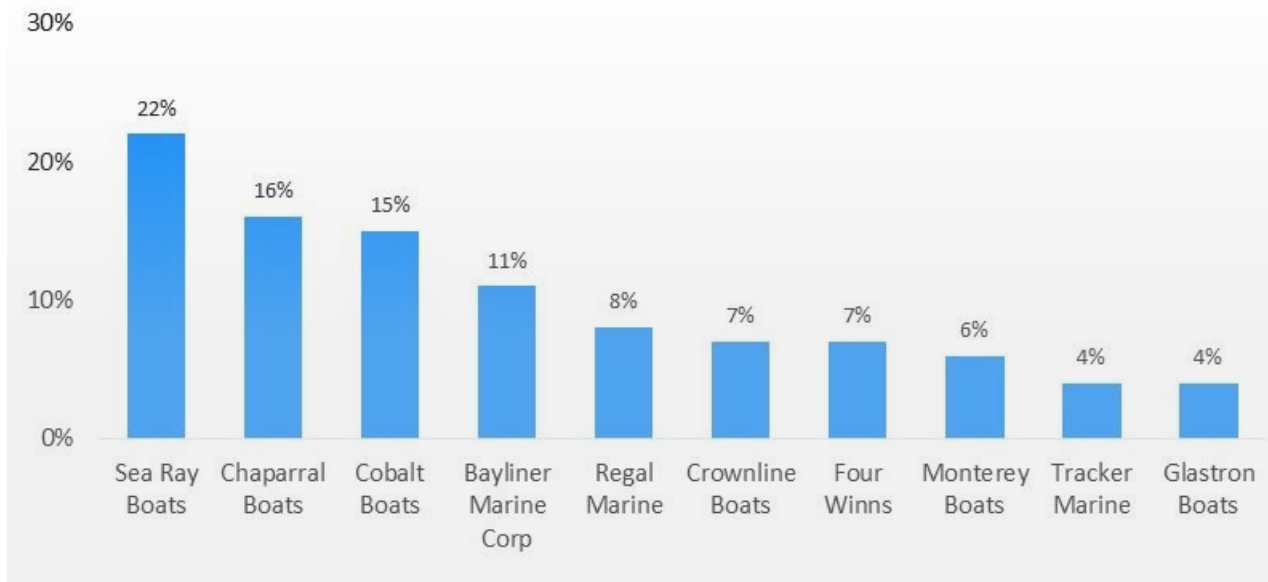
POWER BOAT BRANDS

TOP RESEARCHED BRANDS IN 2024 YTD

OUTBOARD BOATS



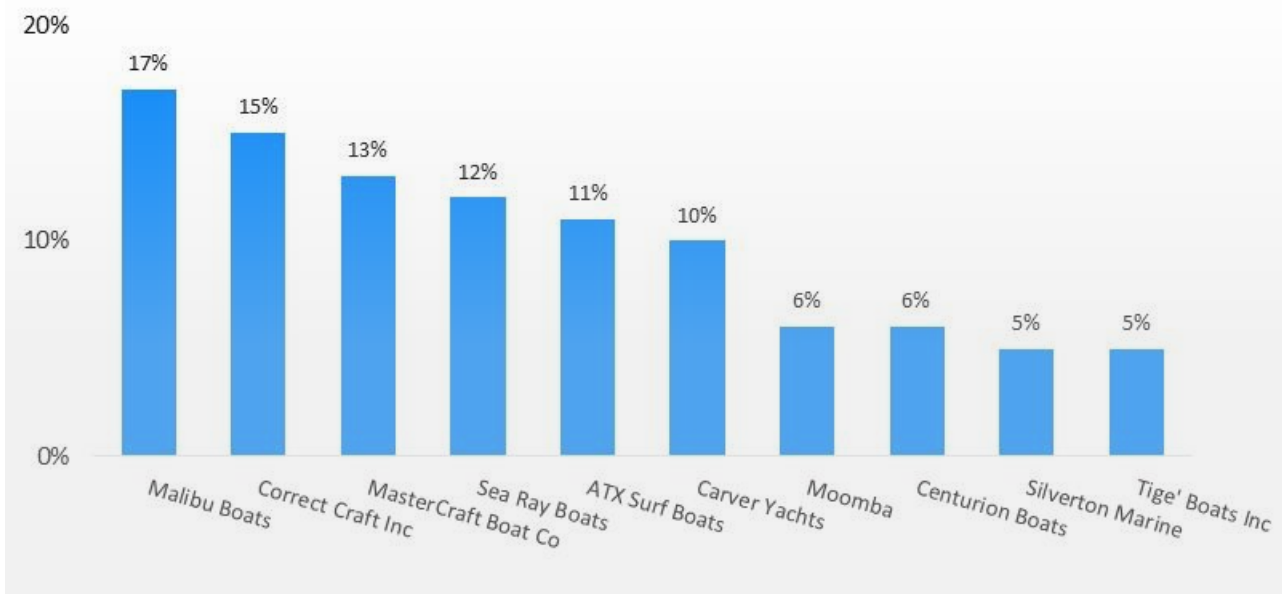
STERN DRIVE BOATS



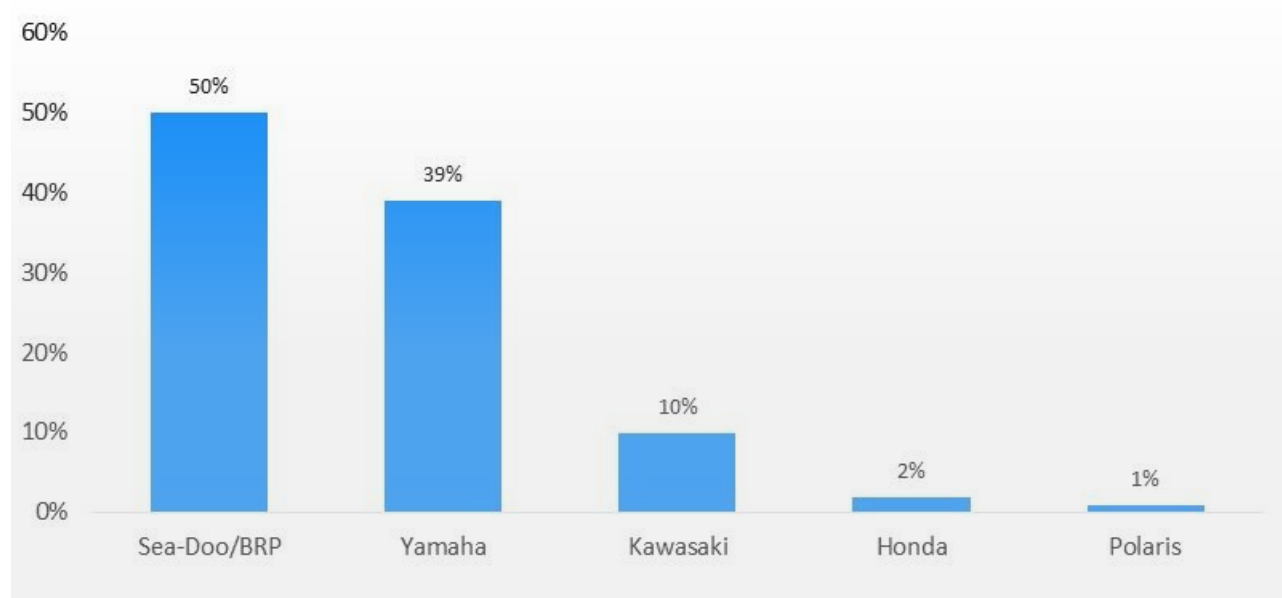
MARINE BRANDS

TOP RESEARCHED BRANDS IN 2024 YTD

INBOARD BOATS



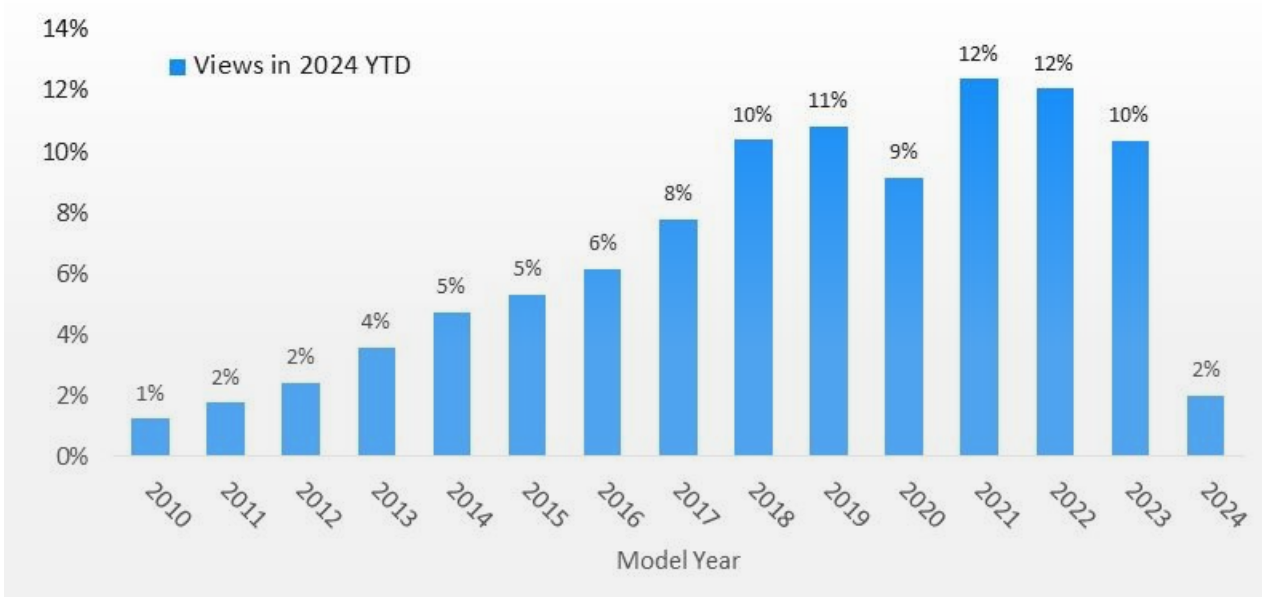
PERSONAL WATERCRAFT BRANDS



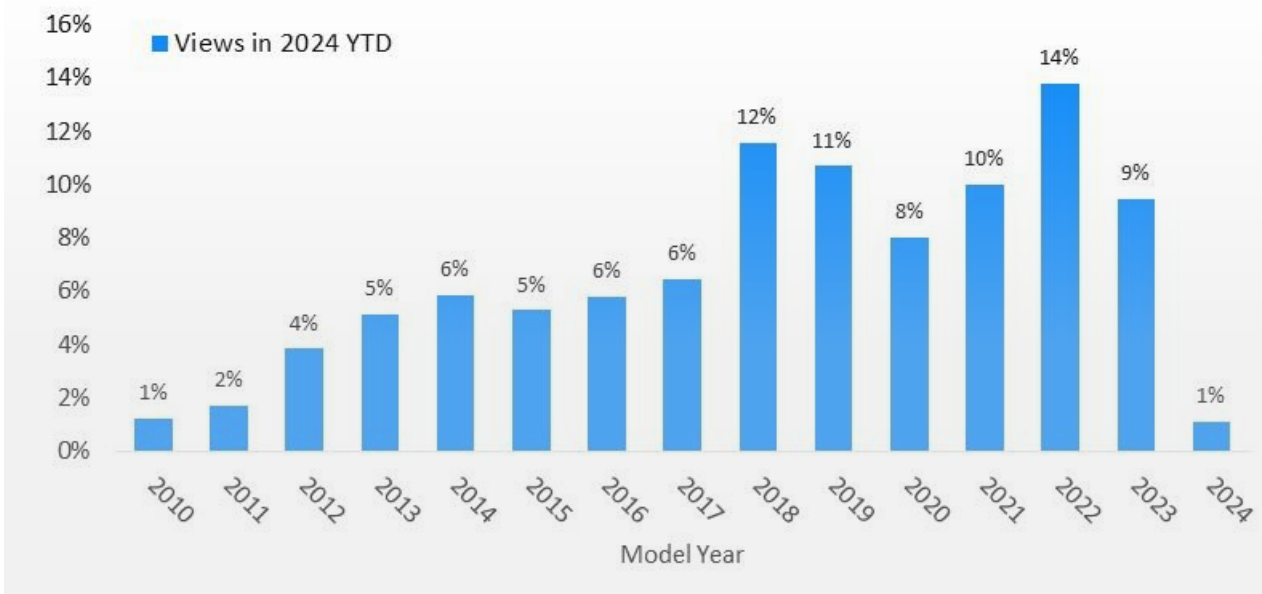
MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

OUTBOARD BOATS

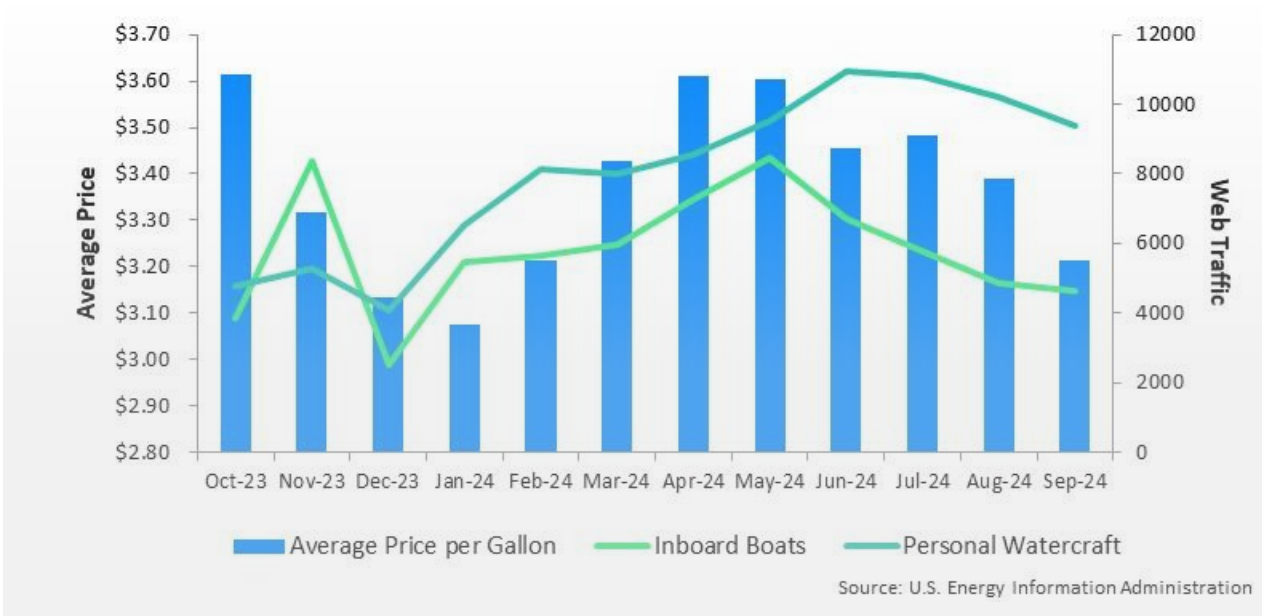
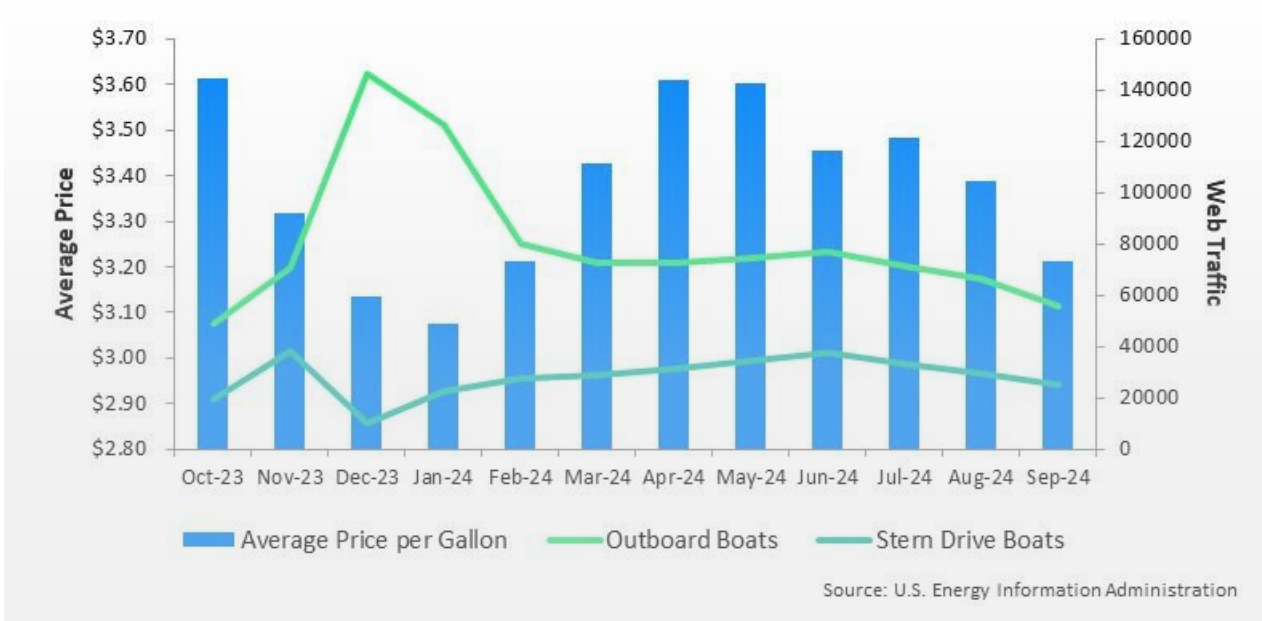


PONTOON BOATS



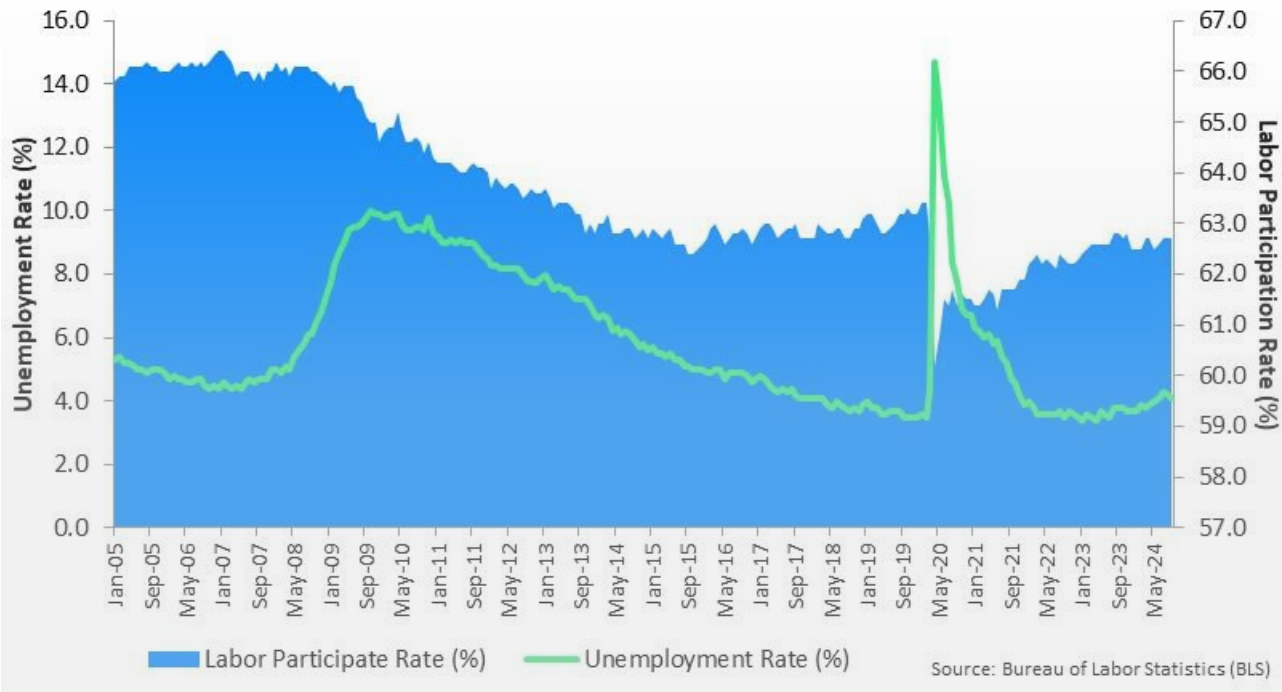
FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY



ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



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