

Dealership Industry Insights

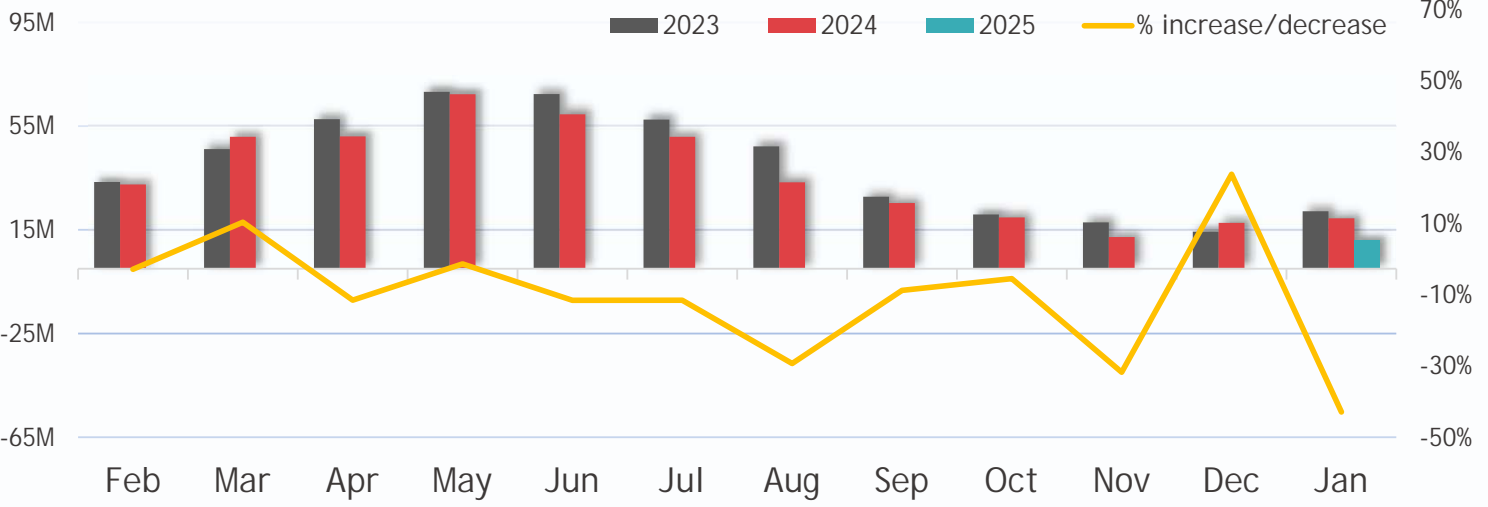
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MARINE UPDATE - JANUARY 2025

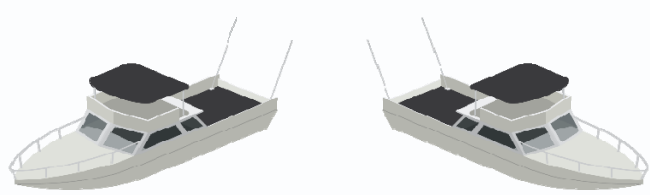
Monthly Revenue and Growth Over Previous Years

US Marine dealerships with multiple years of consistent data reporting (same store)

57 Number of Reporting US Marine Dealerships	\$11M Total Sales Revenue in January 2025	-50% Percentage of decrease from January 2023	-43% Percentage of decrease from January 2024
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F&I Highlights



\$52,053
Average Selling Price

\$9,975
Average Down Payment

\$53,895
Average Amount Financed

9.80%
Average A.P.R.

\$565
Average Monthly Payment

174
Average Term In Months

3.6 out of 5

Boats Sold Were New Units



2.5 out of 10

Boats Sold Included Ancillary Products



F&I Profitability Index

86

The Marine F&I Profitability Index is simply a measurement representing the combined total of the penetration percentages for finance, GAP, service contracts, paint & fabric protection and all other ancillary products.



Financed

Percent of units sold that were financed at the dealership.



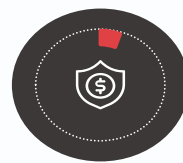
G.A.P.

Percent of finance contracts with GAP coverage included.



Service Contract

Percent of units sold that included a service contract.



Paint & Fabric

Percent of units sold that included paint & fabric protection.



All Other Products

Percent of units sold that included any other ancillary product.

Repair Event Cycle Times (RECT)

Each Work Order has a start date and a completion date. We define RECT as the amount of time that passes between those two dates. Or in more basic terms - it's the amount of time it takes to repair a unit at your shop.

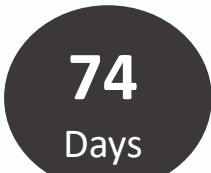
2,295 work orders reviewed in January



All Work Orders¹
Average RECT



Warranty Coverage²
Average RECT



Out-Of-Stock Parts³
Average RECT



Work Order Count
Average per Location

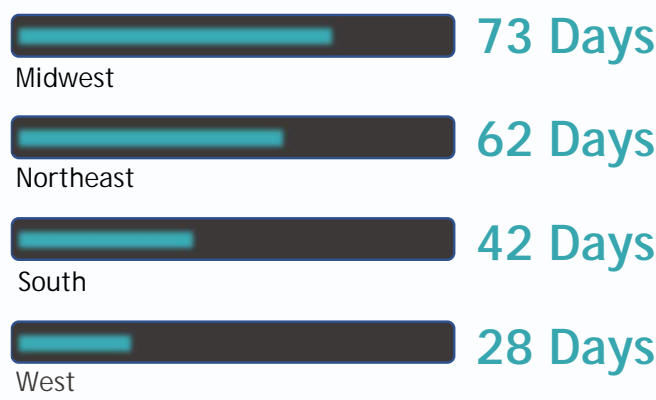


Warranty Coverage
Percentage



Out-Of-Stock Parts
Percentage

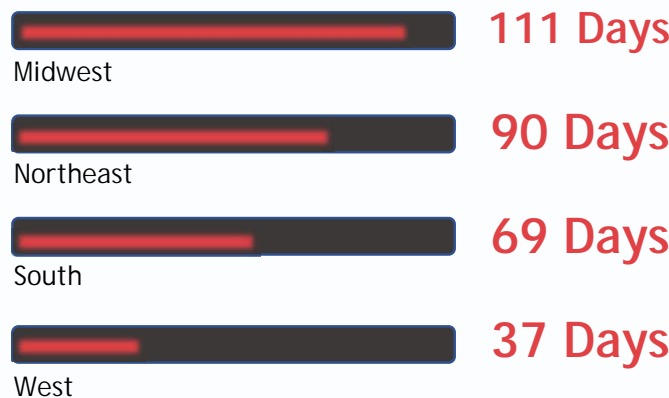
RECT by Region



1) Excludes Work Orders with omitted or inaccurate dates, RECT exceeding 2 years and all internals.

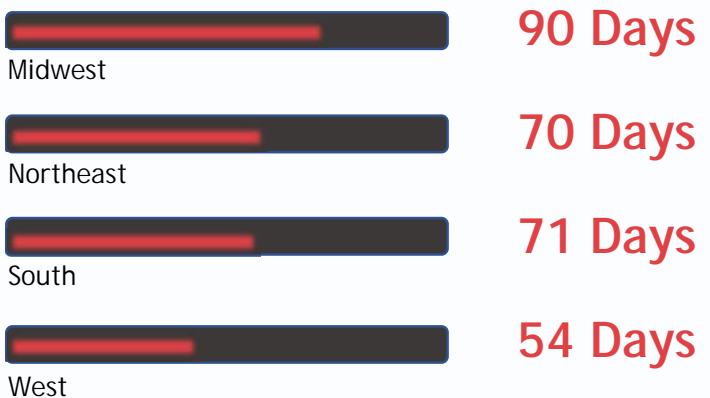
RECT Bottlenecks by Region

Warranty Coverage



2) Work Orders with at least 1 job or part covered by warranty.

Out-Of-Stock Parts



3) Work Orders with at least 1 part out-of-stock.