

Dealership Industry Insights

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MARINE UPDATE - MARCH 2025

Monthly Revenue and Growth Over Previous Years

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

66

Number of Reporting **US Marine Dealerships** \$37M

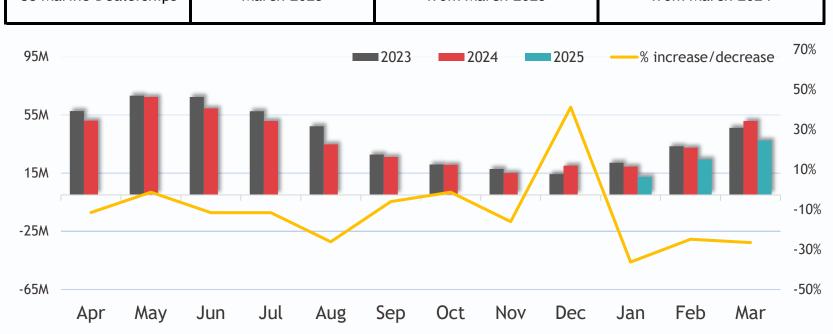
Total Sales Revenue in March 2025

-19%

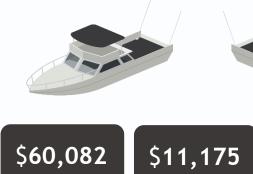
Percentage of decrease from March 2023

-27%

Percentage of decrease from March 2024



F&I Highlights



Average Selling Price

8.92%

Average

A.P.R.

Average Down Payment

\$511 Monthly Payment

3.7 out of 5

Amount Financed 171

\$50,577

Average

Average Term In Months

F&I Profitability Index

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.





3.2 out of 10 **Boats Sold Included Ancillary Products**







Percent of units sold that were financed at the dealership.

G.A.P.

13%

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.





Average RECT

62 Days Warranty Coverage ²

Average RECT **RECT** by Region

63 Days Out-Of Stock Parts ³ Average RECT

58 **Work Order Count**

Average per Location

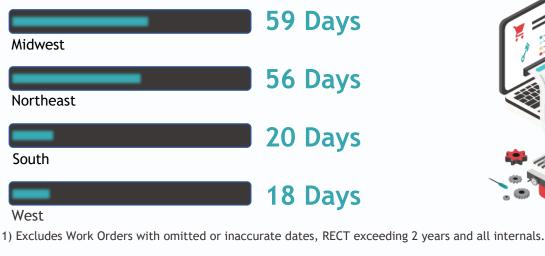


Warranty Coverage

15%



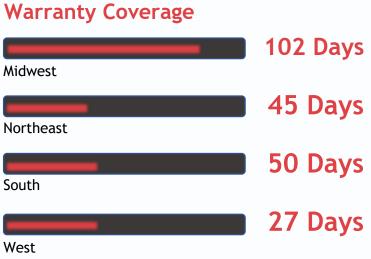
Percentage Percentage



RECT Bottlenecks by Region

Out-Of-Stock Parts

West



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

Midwest Northeast

South

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

81 Days

82 Days

47 Days