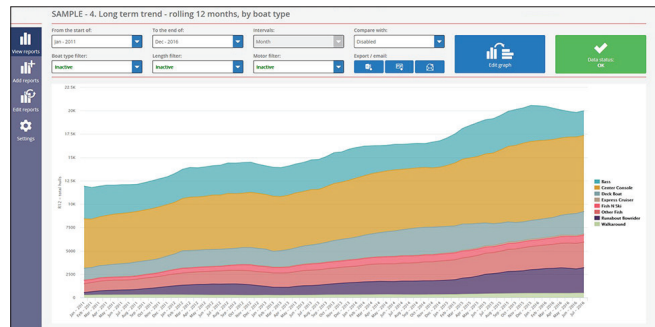
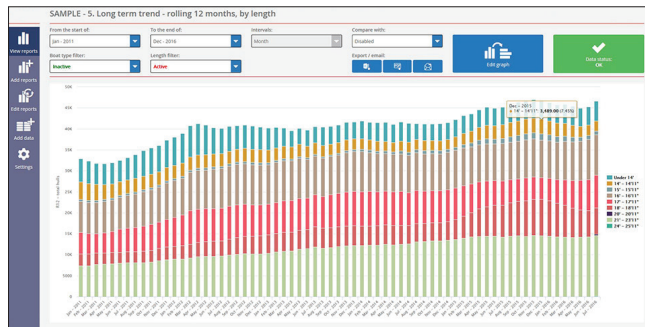


NMMA'S MONTHLY SHIPMENT REPORT

Timely. Accurate. Insightful.

Gain Market Insights to Better Manage Your Business.



NMMA's Monthly Shipment Report (MSR) tracks and analyzes industry wholesale shipments using data from a control group of boat, engine, and trailer manufacturers. It's data you can use to gauge industry activity, assess your business' performance and power your business plans.

The MSR includes current month, year-to-date, rolling 12-month and prior year comparisons of unit shipments and factory value for: **outboard boats, sterndrive boats, inboard boats, jet boats, personal watercraft, inflatable boats, outboard motors, inboard/sterndrive motors and boat trailers.**

Questions the MSR addresses:

- What are the trends in wholesale marine shipments?
- **What is your market share relative to the industry?**
- Is your business tracking with the industry?
- What segments are growing fastest?

TWO WAYS TO GAIN ACCESS TO THE MONTHLY SHIPMENT REPORT

1. Join the Control Group

Contribute your company's data to the MSR to become a member of the control group. All MSR data is collected by a third-party fiduciary and is kept confidential.

NMMA's MSR control group members receive an MSR annual subscription, access to all historical MSRs and NMMA's *New Powerboat Registration Data* report.

Control group members also gain access to exclusive reporting features not available to subscribers such as customizable visualizations of unit and factory value data over time and the ability to evaluate market share.

Together, these resources offer insights that can help you strategize for growth and success.

2. Subscribe

The MSR is available as an annual subscription (twelve issues), free for control group members, \$500 for non-reporting members or \$2,099 for non-members, and includes access to NMMA's *New Powerboat Registration Data* report.

Want to learn more?

Send an inquiry to stats@nmma.org