

April 2009



**Monthly Statistical
Report of the
Recreational
Marine Industry**

Prepared for the National Marine Manufacturers Association by
Synovate
222 South Riverside Plaza
Chicago, IL 60606
(312) 526-4000
www.nmma.org
Technical Support: nmma.support@synovate.com

Comparison of Shipments with Prior Year
for
Reporting Control Group

For Month of: April 2009

Product	UNITS							FACTORY VALUE							ROLLING 12 MONTH AVERAGE WHOLESALE PRICE	
	This Month			Calendar Year			Rolling Twelve Month	This Month			Calendar Year			Rolling Twelve Month (000)	as of Current Month	Percent Change from Same Month Prior Year
	Prior Year	Current Year	Percent Change	Prior Year	Current Year	Percent Change		Prior Year (000)	Current Year (000)	Percent Change	Prior Year (000)	Current Year (000)	Percent Change			
Boat Trailers	9,966	5,568	-44.1	37,726	21,825	-42.1	74,152	\$14,729	\$7,503	-49.1	\$57,476	\$29,404	-48.8	\$110,395	\$1,489	-2.6

CONFIDENTIALITY STATEMENT

NMMA policies and procedures protect the confidentiality of members' information. All identifying records with confidential shipment figures are compiled by Synovate. The information therein is processed and subsequently destroyed in a method that ensures the privacy and security of member companies.

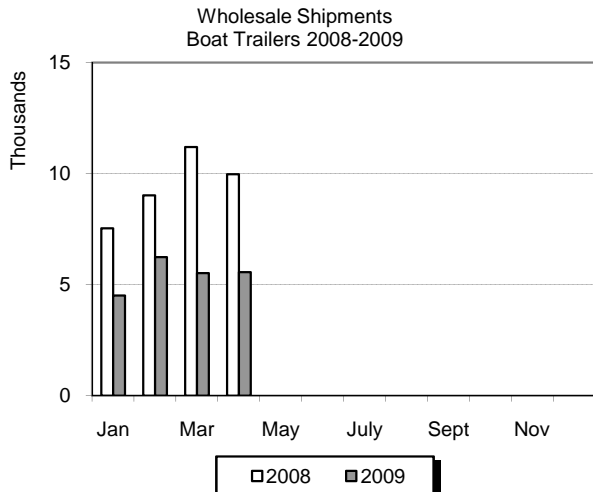
Boat Trailers

Number of Reporting Companies in Control Group 9
 Percent of Units Estimated 1.0

	Factory			Factory	
	Units	Value		Units	Value
This Month	5,568	\$7,502,780	Calendar Year	21,825	\$29,404,123
Same Month Last Year	9,966	\$14,728,644	Same Period Last Year	37,726	\$57,476,491
Percent Gain/Loss	-44.1	-49.1	Percent Gain/Loss	-42.1	-48.8
12 Month Moving Total			\$110,394,675		
Units			74,152		

This Month	Total Units	%	Factory Value	%
Under 500 lbs	342	6.1	\$225,420	3.0
500-899 lbs	1,111	20.0	\$1,268,893	16.9
900-1199 lbs	579	10.4	\$902,841	12.0
1200-1499 lbs	782	14.0	\$600,186	8.0
1500-2499 lbs	1,279	23.0	\$1,264,837	16.9
2500-3499 lbs	666	12.0	\$1,157,387	15.4
3500-5000 lbs	490	8.8	\$1,010,234	13.5
Over 5000 lbs	319	5.7	\$1,072,982	14.3
Total	5,568	100.0	\$7,502,780	100.0
% Change**	-44.1		-49.1	

Calendar Year	Total Units	%	Factory Value	%
Under 500 lbs	1,086	5.0	\$776,106	2.6
500-899 lbs	3,580	16.4	\$3,925,378	13.3
900-1199 lbs	2,034	9.3	\$3,073,527	10.5
1200-1499 lbs	2,905	13.3	\$2,580,036	8.8
1500-2499 lbs	5,212	23.9	\$4,693,144	16.0
2500-3499 lbs	3,359	15.4	\$5,612,578	19.1
3500-5000 lbs	2,126	9.7	\$4,080,639	13.9
Over 5000 lbs	1,523	7.0	\$4,662,715	15.9
Total	21,825	100.0	\$29,404,123	100.0
% Change**	-42.1		-48.8	



***Change same period last year.
 Negative values (if any) are due to returns.
 Prior year's data corresponds to the current control group and may reflect slight changes from data published the previous year.

CONTROL GROUP MEMBERS BY PRODUCT CATEGORY

Northport, Inc.
Polar Kraft
Prairie Adventure
Premier Marine, Inc.
Princecraft Boats Inc.
Pronaubec, Inc.
Seark Boats
Starcraft Marine LLC
Tracker Marine Group
Triton Boat Company
Triton Industries, Inc.
Weeres Pontoons

JET DRIVE BOATS

Hunt Boatbuilders
Sea-Doo
Yamaha Watercraft Group

PERSONAL WATERCRAFT

Kawasaki Motors
Sea-Doo
Yamaha Watercraft Group

CANOES

Alumacraft Boat Company
Johnson Outdoors
Stearns Inc.

KAYAKS

Hobie Cat Company
Johnson Outdoors
Stearns Inc.

SAILBOATS

Beneteau USA
Flying Scot, Inc.
Hinckley Yachts
Hunter Marine Corp.
Island Packet Yachts
Laser Performance
PS2000, Inc.
Sabre Yachts
Walker Bay Boats

INFLATABLE BOATS

AB Inflatables
Achilles Inflatable Craft
Advanced marine Inflatables
Group Zodiac
Mercury Inflatable Boats
Walker Bay Boats

BOAT TRAILERS

E-Z Loader Boat Trailers
Genmar
King Trailers
Magic Tilt Trailers
Mastercraft Boat Company
Midwest Industries, Inc.
Tennessee Trailers
Tidewater Trailers
Tracker Marine Group

INBOARD/STERNDRIVE ENGINES

Caterpillar Inc.
Cummins Mercruiser Diesel
Volvo Penta of the Americas
Yanmar Diesel America Corporation

MANUFACTURERS REPORTING DATA THROUGH BRANDS

American Marine Holdings, BRP, Brunswick Boat Group, Group Zodiac, KCS, Luhrs Marine Group, Nautic Global Group, Tiara Yachts, Tracker Marine, Tohatsu America, Yamaha

YOUR STATISTICS REPORT

The NMMA MONTHLY STATISTICAL REPORT is one of the most comprehensive and detailed manufacturers shipment reports in all American industry. The credit for this goes to the hundreds of progressive companies that contribute to it.

WHAT IS A CONTROL GROUP?

A Control Group is composed of a fixed number of companies that manufactures the same type of product. In the MONTHLY STATISTICAL REPORT, there are fourteen groups (e.g. outboard motor control group, fiberglass outboard boat group, etc.). Each of these groups is composed of important, stable companies, sufficiently representative of their segments of the industry to indicate, in statistical comparisons, the movements of the total production of their products.

New companies are added into the control groups only at the beginning of a calendar year. These companies have reported one year of monthly shipments before entering the control group so that valid comparisons between months and years can be drawn. The calendar year for all control groups is January 1 through December 31.

When a company first joins the program its reports are held by a fiduciary until a year's data is complete. These figures are then combined into the prior year's data of the total control group at the beginning of the new year.

HOW BIG ARE CONTROL GROUPS?

The control groups now being utilized are largest - both in dollars and units reported - in the history of the industry. Over three billion dollars worth of shipments are reported in a calendar year. This year, and in the years to come, new companies will be added so that these reports will increase in value to you. Major groups within the report represent as much as two-thirds of entire industry production. Some of the groups report a greater percentage of total production.

DO CONTROL GROUPS CHANGE FROM YEAR-TO-YEAR?

Yes. The companies in the control groups reflect changes in the industry. Some companies leave the recreational marine industry; others expand into different product lines. Therefore, at the beginning of each year, new control groups are developed and historical data is revised to reflect these changes. Comparisons of monthly and year-to-date data with the totals shown for the prior year are comparisons for identical companies. This fulfills the primary object of the report, which is to indicate year-to-year shipment trends.

Also, each year companies that have not previously reported are added to the control groups. The ultimate goal is to have every company in the industry contribute to the report. While this is not yet realized, the list of reporting companies reflects that a majority of the major companies do participate. This indicates the importance that they attach to having a monthly indicator, with supporting detail, of shipment trends in the industry.

HOW ARE THE VARIOUS CONTROL GROUPS AND REPORTING CATEGORIES DETERMINED?

The Statistics Committee of NMMA decides on all categories to be used, as well as which new control groups are to be reported. These decisions are normally based upon a survey of the reporting participants, as well as consideration of whether or not the categories would reveal the shipment data of an individual member. The Statistics Committee consists entirely of industry representatives, who as member of NMMA contribute their time and knowledge to directing this program. Member suggestions and comments are given consideration and accommodated whenever possible.

NMMA, itself, makes substantial use of these reports in representing the industry in the media, before legislative bodies, and in the development of programs for its members.