



NMMA[®]

National Marine
Manufacturers Association

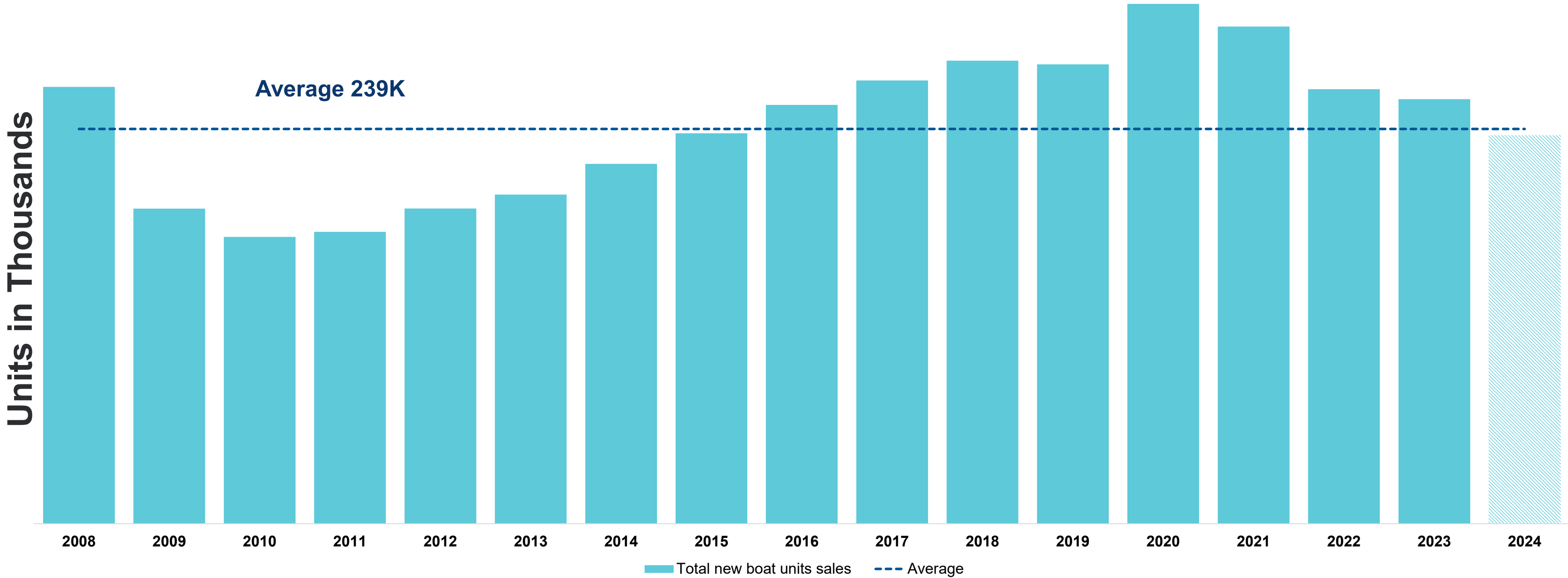
**STATE OF THE
RECREATIONAL
BOATING INDUSTRY**

Frank Hugelmeyer
President & CEO



**INNOVATION.
CONNECTION.**

NEW POWERBOAT RETAIL UNIT SALES



WHAT TO WATCH

	GOOD	CAUTION	TROUBLE
Interest Rates			
New Private Housing Starts			
Fuel Prices			
Fuel Availability			
Consumer Sentiment			
Wholesale & Retail Credit Availability			
Wages & Employment			
SUV & Light Truck Series			
Marine Dealer Inventories			
Consumer Net Worth/Debt			
RV Inventories			

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PROACTIVE ON POLICIES

MULTI-PRONGED STRATEGY

- ◆ Expanding boater access and infrastructure
- ◆ Advancing industry self-regulation
- ◆ Driving innovation and resilience
- ◆ Growing U.S. manufacturing competitiveness



**PROPOSED RULE
WITHDRAWN**



TAX FOCUS



GLOBAL TRADE POLICY



PROPELLING
OUR FUTURE



ICOMIA
INTERNATIONAL COUNCIL OF
MARINE INDUSTRY ASSOCIATIONS



European
Boating Industry

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**MARKET
EXPANSION**



YEAR-ROUND ENGAGEMENT

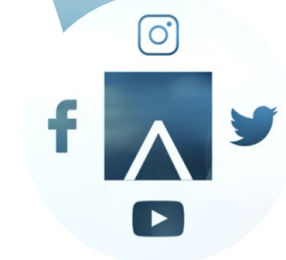
**BUYING &
OWNERSHIP
EXPERIENCE**



**SPRING /
SUMMER
AWARENESS
CAMPAIGNS**



**YEAR-ROUND
BRANDING EXPERIENCE**



**YEAR-ROUND
DIGITAL
COMMUNITY**

**FALL / WINTER /
SPRING BOAT
SHOWS**

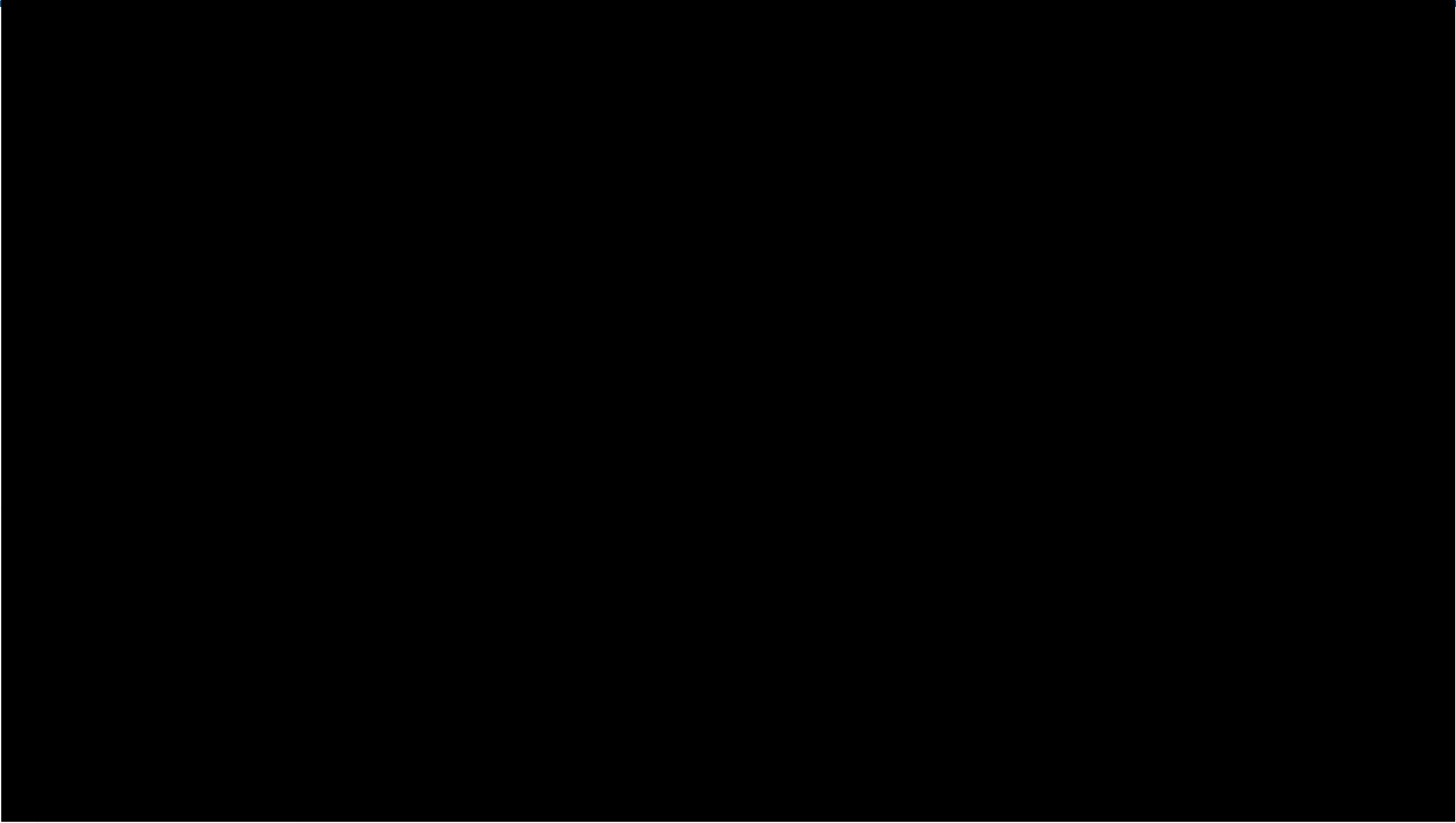


**BRAND
PARTNERS**






CREATING EXPERIENCES





DISCOVER BOATING™





**STRENGTH.
INGENUITY.
PASSION.**

NMMA®
