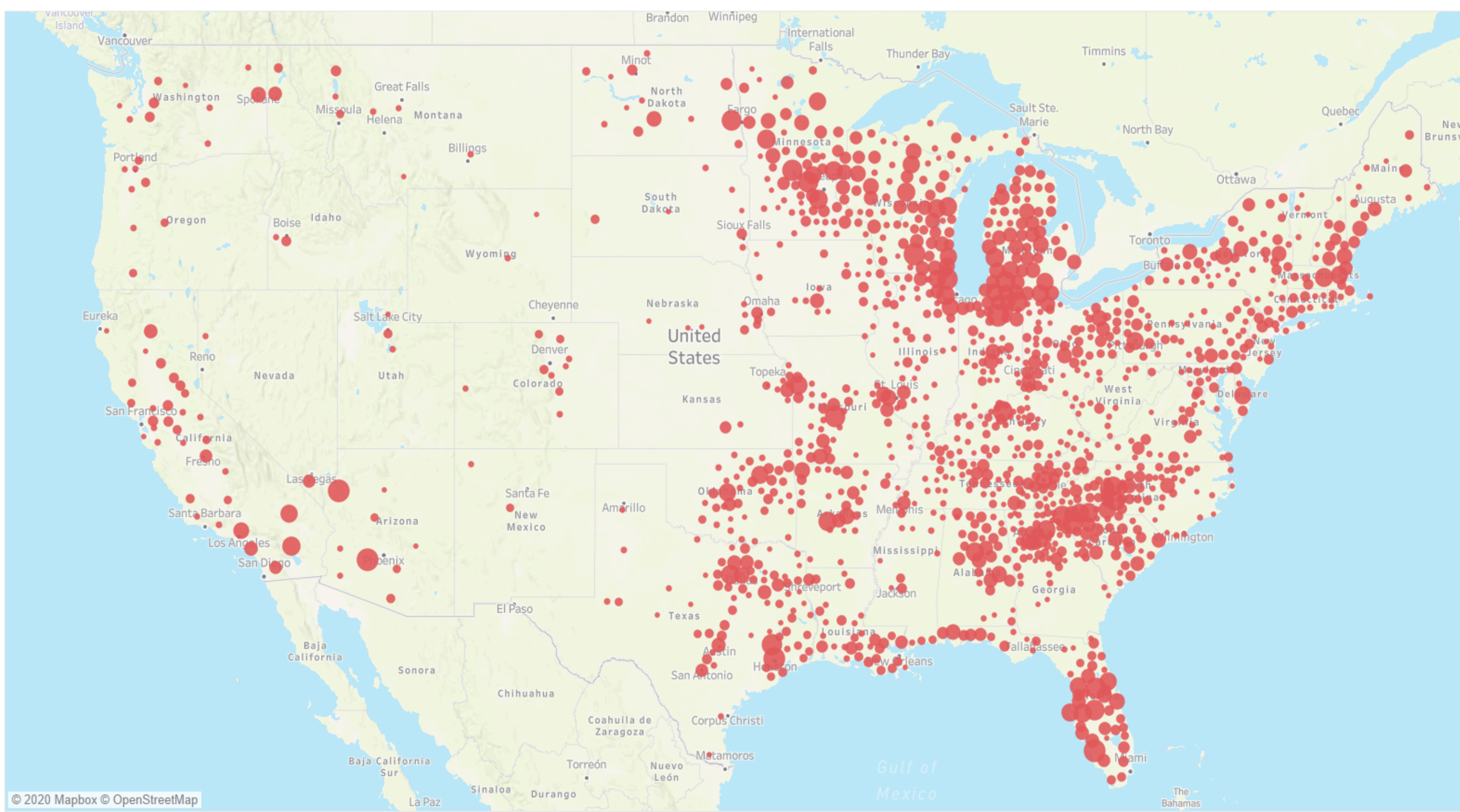


# U.S. Pontoon Boat Market

14-36 foot mechanically-propelled aluminum pontoon boats



## Total Fleet (all registered boats as of year-end 2019)



Total number of Boats  
**1,142,000**

Purchased in Past 5 Years  
**53%**

Average Annual Scrap Rate  
**17,000**

Average Boat Age  
**15 yrs**

## 2019 Purchases

**57.2K**

New Boats

**101.4K**

Pre-owned Boats

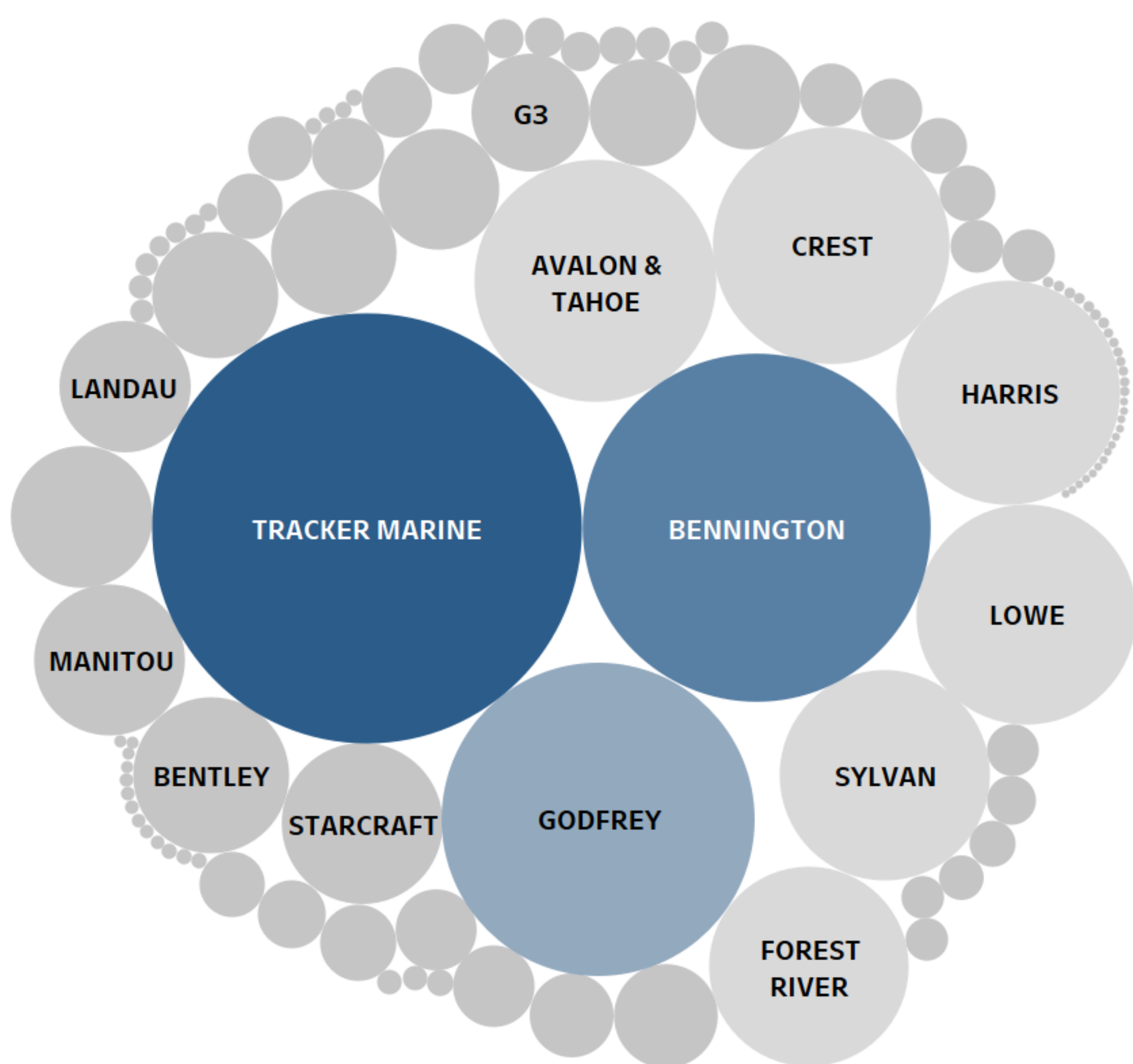
## 2019 Buyers

**27%**

First-time Boat Buyers

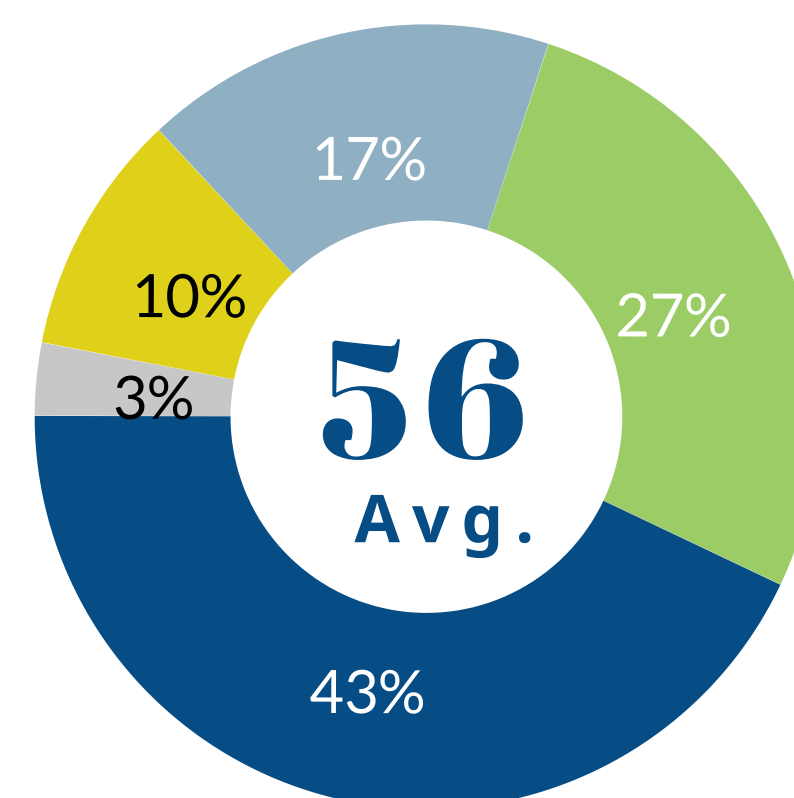
**37%**

Own More Than One Boat



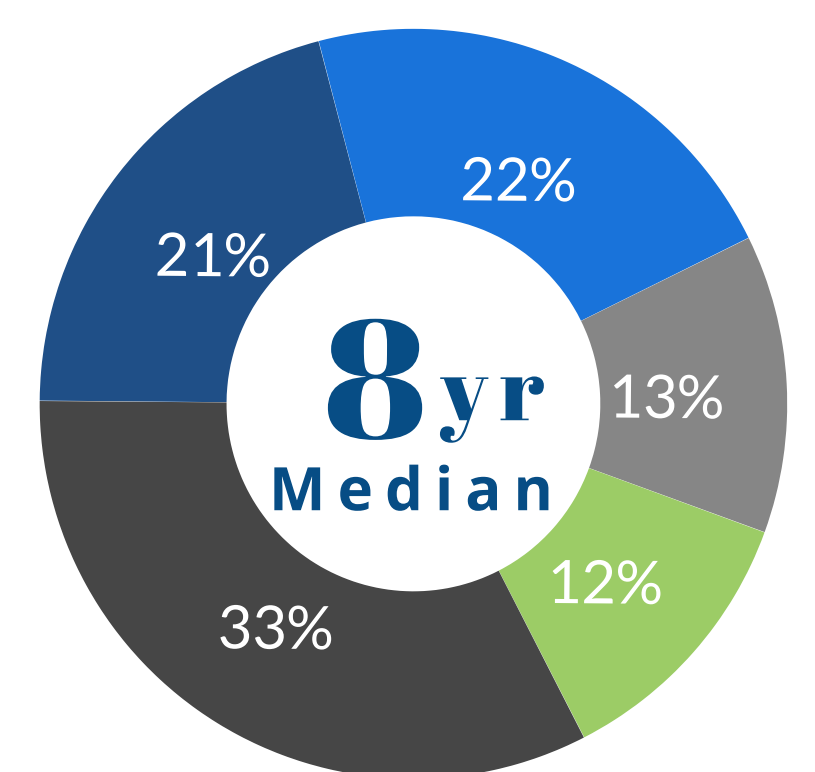
BRANDS purchased - New & Pre-owned

## Buyer Age



- < 30 years old
- 30 to 39 years old
- 40 to 49 years old
- 50 to 59 years old
- 60+ years old

## Length of Residence



- < 3 years
- 3 to 6 years
- 7 to 10 years
- 11 to 14 years
- 15+ years

Buyers are usually well-established and over 90% own their home