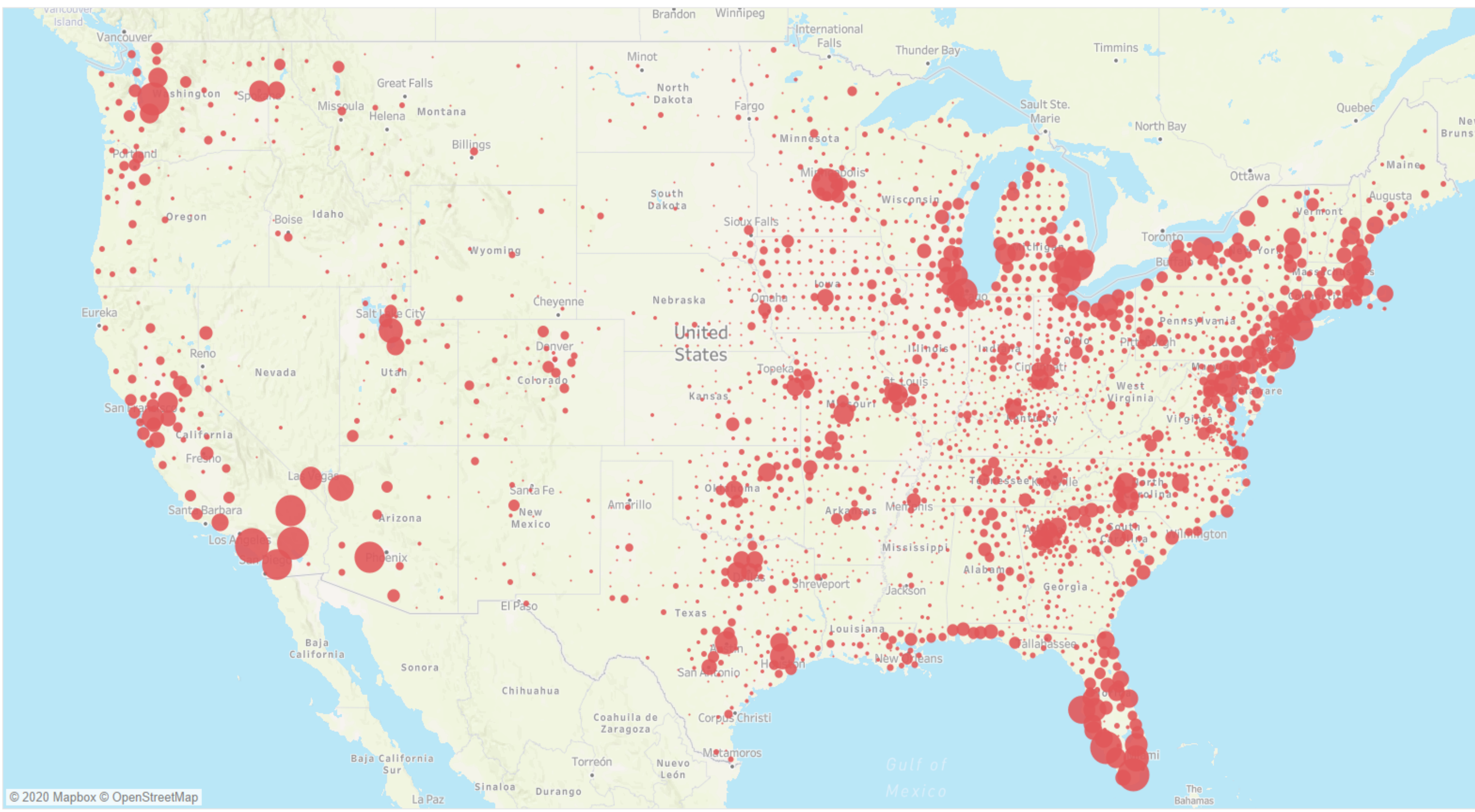


U.S. Small Cruiser Market

22-26 foot mechanically propelled fiberglass boats designed for general recreation



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



Total number of Boats
395,000

Purchased in Past 5 Years
45%

Average Annual Scrap Rate
10,200

Average Boat Age
21 yrs

2019 Purchases

6.4 K

New Boats

39.8 K

Pre-owned Boats

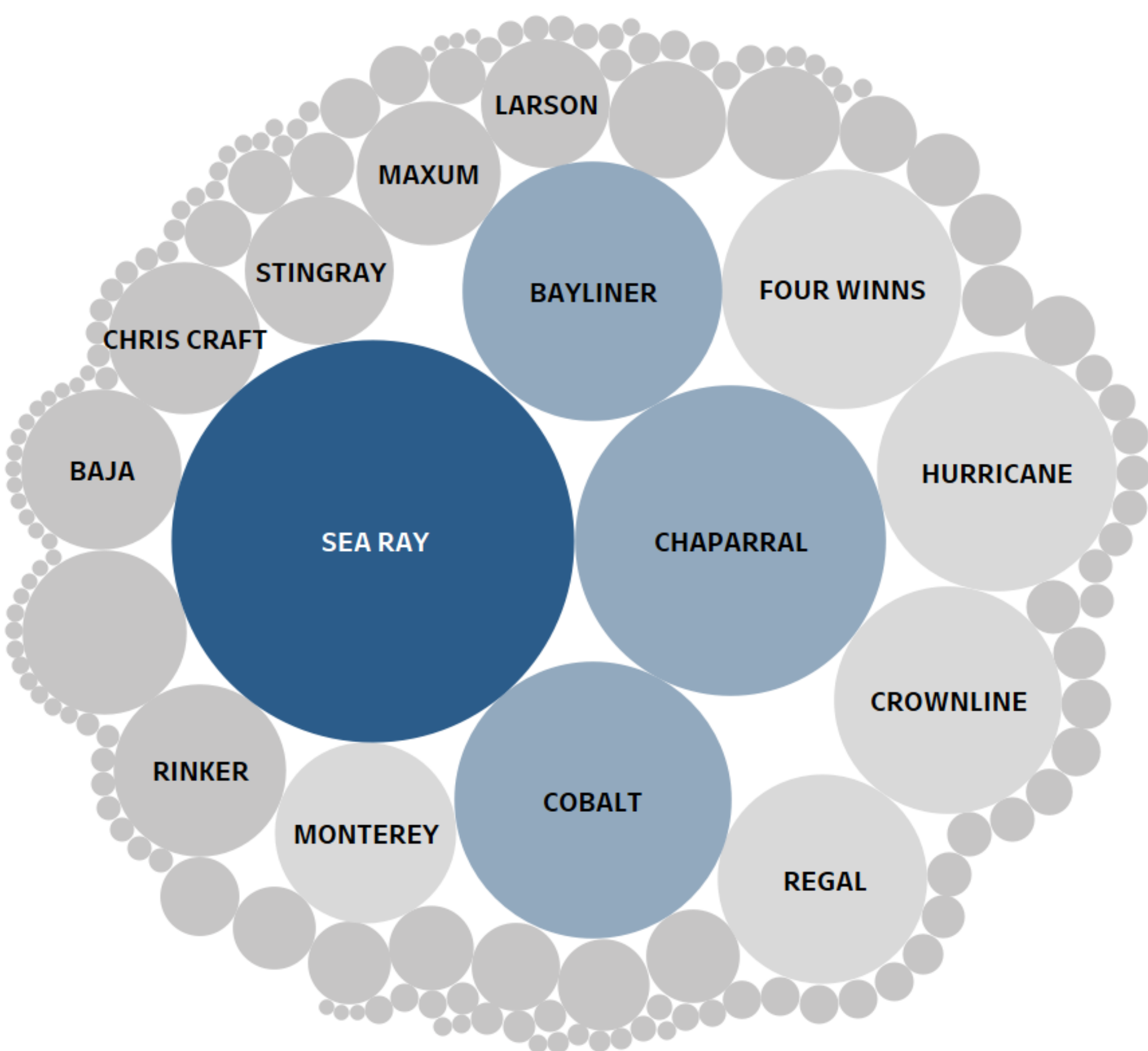
2019 Buyers

34%

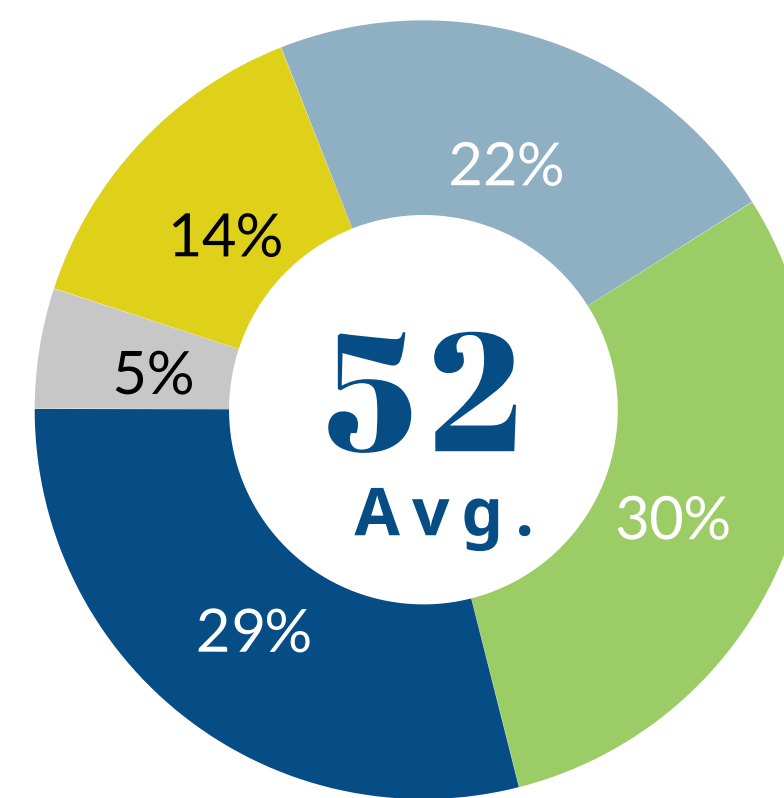
First-time Boat Buyers

31%

Own More Than One Boat

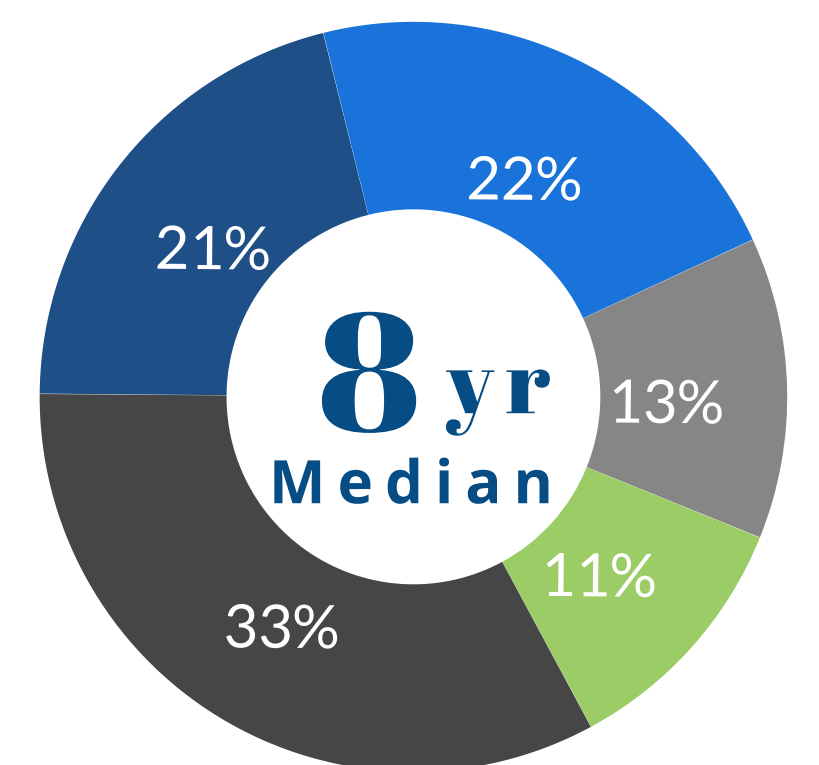


Buyer Age



- < 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