

## **About the National Marine Manufacturers Association (NMMA)**

The National Marine Manufacturers Association represents more than 1,300 companies that produce an estimated 80 percent of the marine products used in North America. NMMA was formed in 1979 when the Boating Industry Association of Chicago (BIA) and National Association of Engine and Boat Manufacturers of New York (NAEBM), whose roots date to 1904, merged.

### **NMMA Mission**

NMMA is dedicated to creating, promoting and protecting an environment where members can achieve financial success through excellence in manufacturing, in selling, and in servicing their customers. To fulfill this mission, NMMA focuses its resources on:

### **Public Policy Advocacy on Behalf of the Boating Industry**

NMMA is a proactive leader in addressing public policy issues that affect boating and the boating industry. NMMA advocacy efforts focus on protecting and defending boating, the industry, and the environment, as well as positioning the industry and boaters as responsible stewards of our resources. Through effective communication, NMMA helps members get involved in advocacy efforts. To that end, NMMA produces an annual legislative conference in Washington, D.C., the American Boating Congress (ABC). ABC brings together leaders in government, industry, and boating organizations on important issues impacting boating, the economy, and manufacturing.

### **Promotion of Boating**

To increase boating participation and reduce attrition, NMMA seeks to overcome barriers to boating (e.g., perceived value, ease of access, etc.) by building consensus and cooperation throughout the experience chain. NMMA identifies and educates new target markets, expanding access in the broadest sense. NMMA promotes the “boating lifestyle” through all affordable means, and strives to maximize the value of boat shows to the industry. NMMA developed and manages the industry’s consumer marketing campaign – Discover Boating. Learn more at [www.DiscoverBoating.com](http://www.DiscoverBoating.com).

### **Customer Satisfaction**

NMMA educates, trains and certifies at all levels of the boating experience chain (cooperatively where appropriate). These efforts enable the industry to continuously improve customer satisfaction with product, purchase, delivery, use and the after-sale service experiences, as well as measure improvement on an ongoing basis.

### **NMMA Programs and Services**

NMMA provides a wide variety of programs and services tailored to member needs, such as technical expertise, standards monitoring, government relations avocation, and industry statistics.

Boat shows have become the industry’s premier marketing tool; NMMA produces boat shows and sportshows in key U.S. markets to provide quality showplaces for exhibitors and consumers. NMMA also manages the industry’s involvement in international shows and events such as the annual Marine Equipment Trade Show in Amsterdam and is also active with world marine trade organizations to promote and protect the sport of recreational boating internationally.

To bring retailers and wholesalers together with American and international marine manufacturers, NMMA also produces the annual International Boat Builders Exhibition (IBEX) alongside Professional Boat Builder Magazine. Learn more about IBEX at [www.IBEXShow.com](http://www.IBEXShow.com).