



National Marine
Manufacturers Association

STATE OF THE RECREATIONAL BOATING INDUSTRY

Frank Hugelmeyer
President & CEO

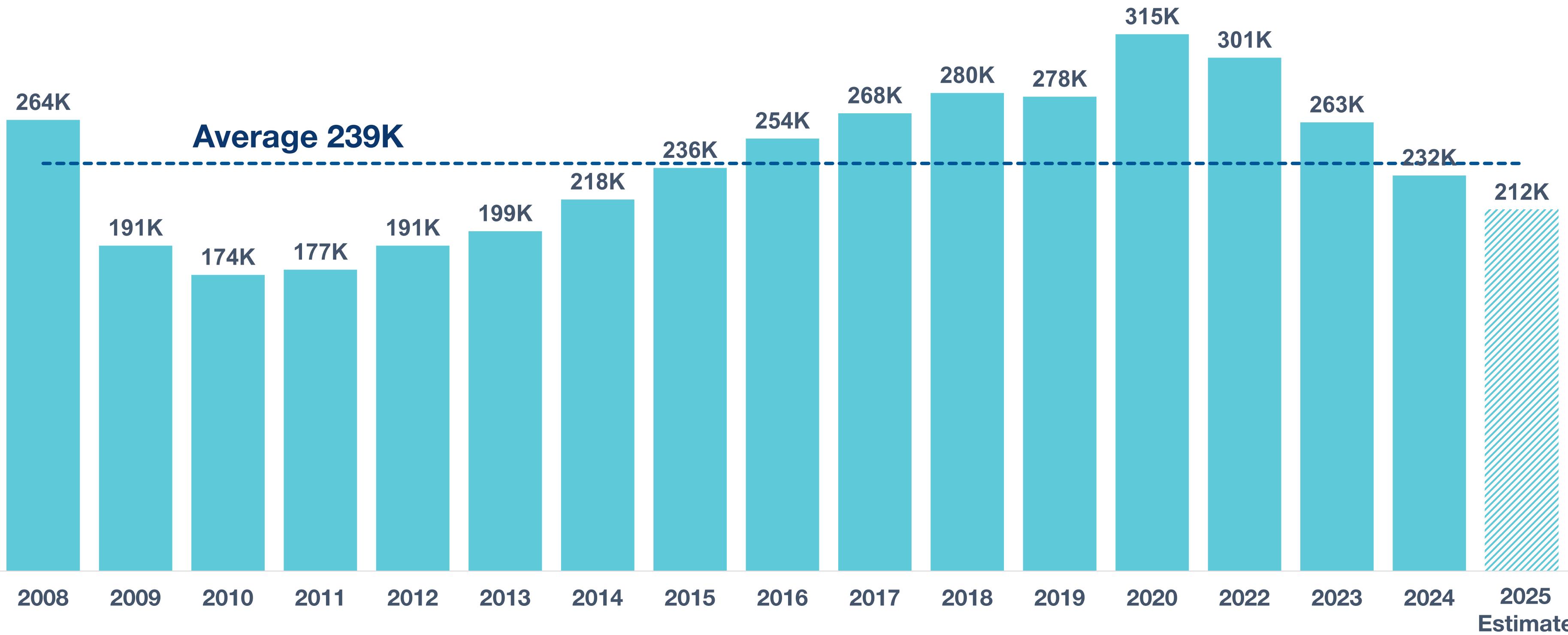
A photograph of a woman in a blue and red swimsuit jumping from the side of a white boat into the ocean. She is in mid-air, arms outstretched. Another woman in a black swimsuit is sitting on the boat's edge, watching. The boat has the number 'NP0324' on its side. The background is a bright, cloudy sky over the ocean.

PERSISTENT DYNAMICS

WHAT TO WATCH

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

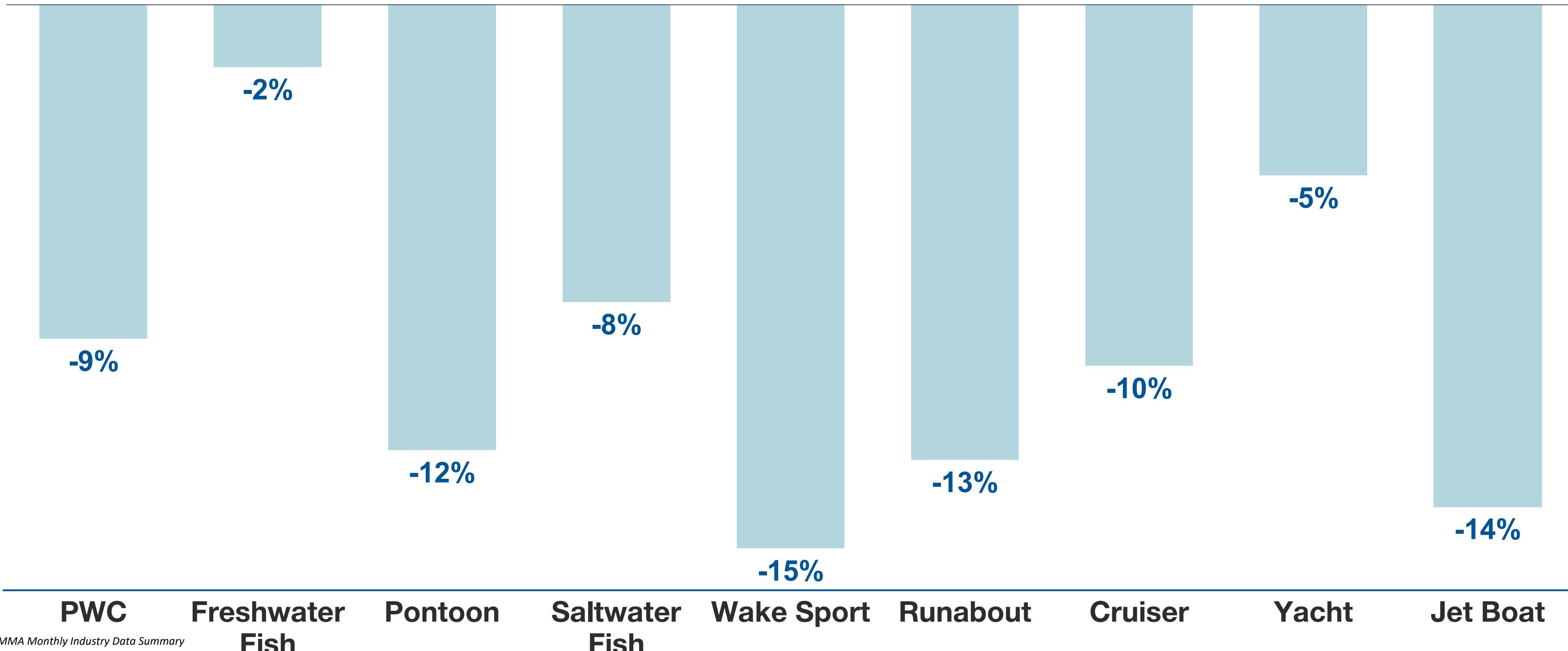
NEW POWERBOAT RETAIL UNIT SALES



Source: NMMA Business Intelligence Abstract

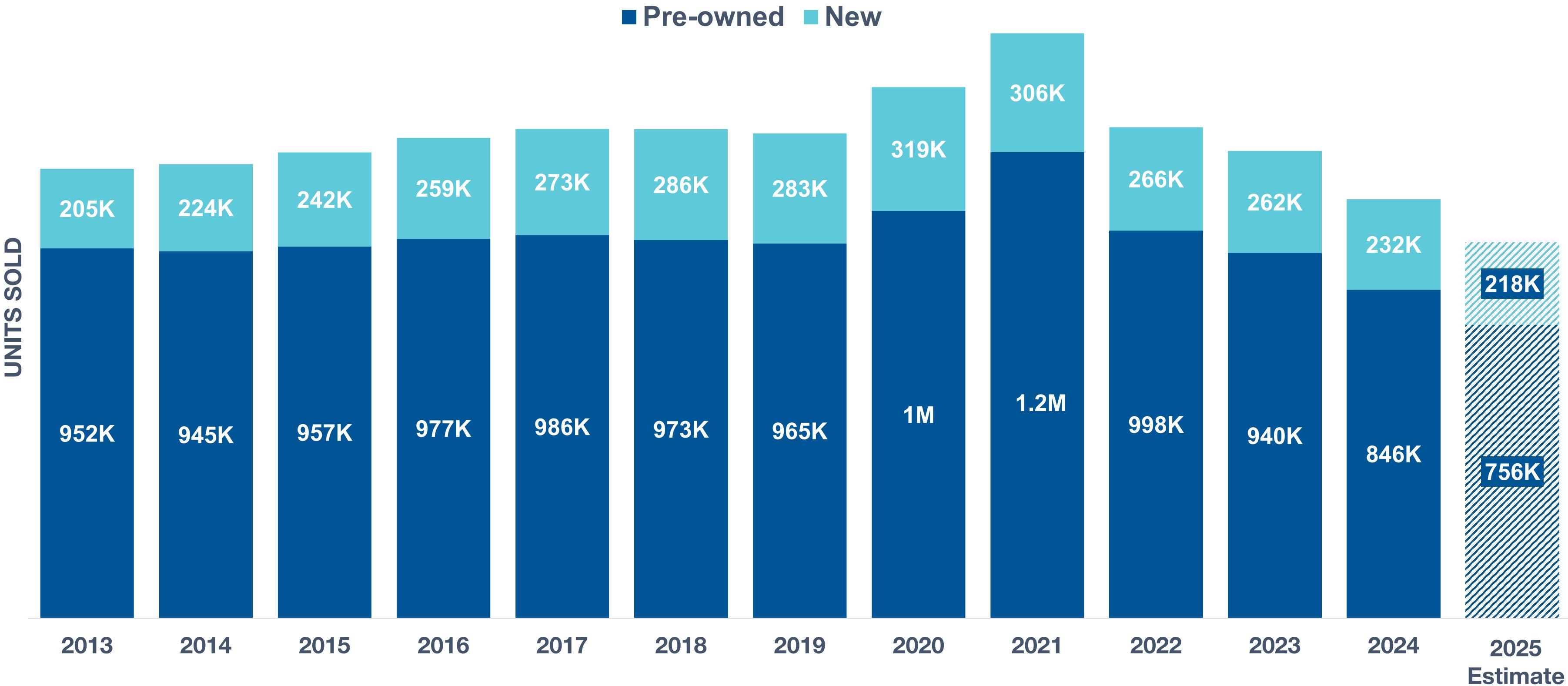
U.S. RETAIL UNIT SALES BY SEGMENT

R12M through November 2025



Source: NMMA Monthly Industry Data Summary

BOATING MARKETPLACE



Source: NMMA Business Intelligence Abstract (includes sailboats)

PARTICIPATION IS HEALTHY

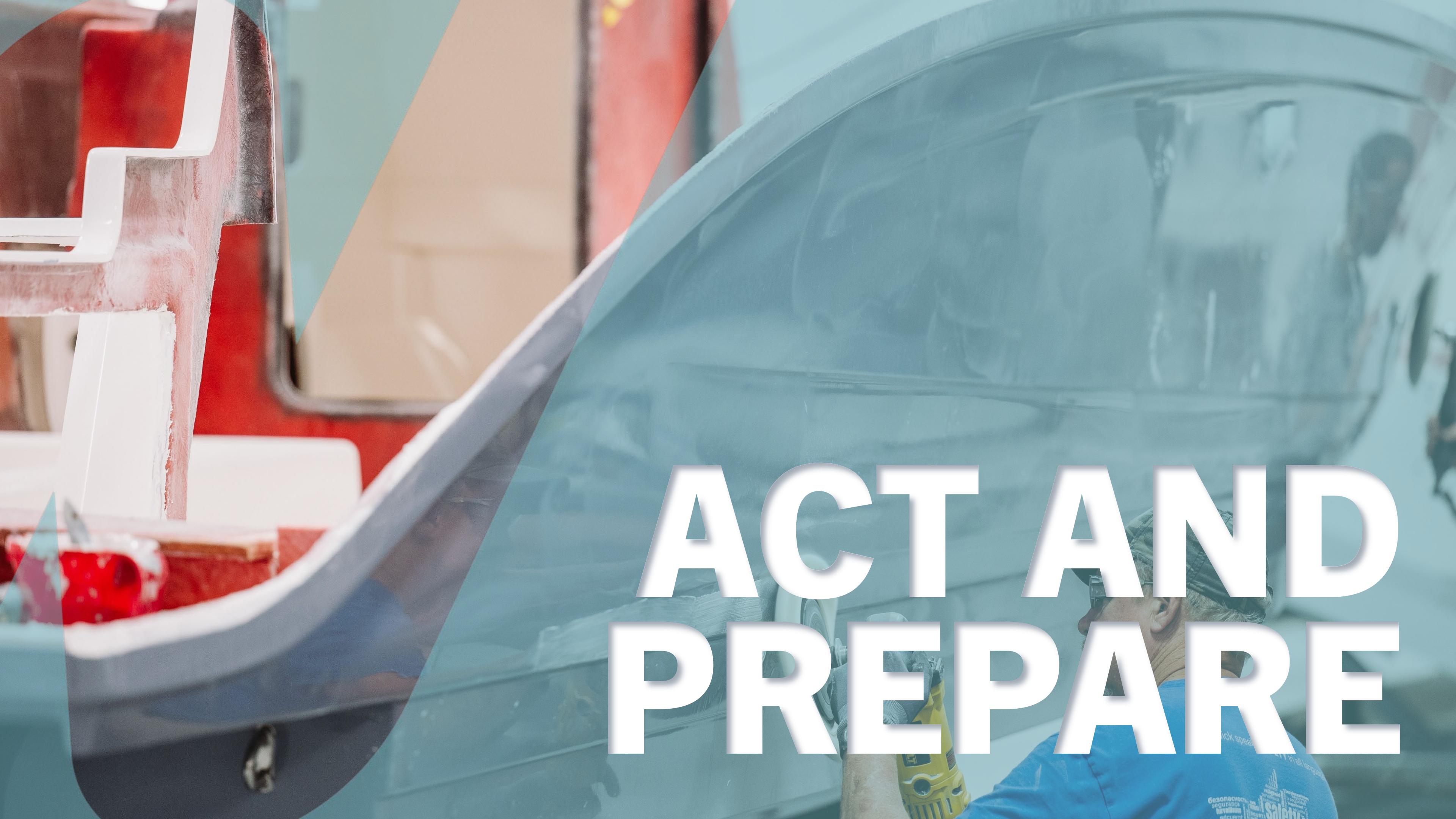
Outdoor Recreation Participation +3%

85m+ Americans go boating each year.

640k+ Member trips through world's largest boat club, setting record for 2025.

A photograph of a person from the back, wearing a light-colored striped shirt, a light-colored hat, and sunglasses. They are looking out over a body of water at sunset. The water is calm with some sunlight reflecting on it. In the background, there are trees and a clear sky.

**CAUTIOUS
OPTIMISM**

A collage of images in the background: a close-up of a car's interior door panel with red and white plastic parts; a hand wearing a blue glove holding a yellow DeWalt power drill; and a person's profile view with a blue shirt and a yellow power drill. The overall color palette is teal and blue.

ACT AND PREPARE

MARKET EXPANSION



TASKS TO ACCOMPLISH

WHY: Determine How to Measure Success for Discover Boating

WHAT: Determine How to Achieve That Success



ADVOCACY

A large American flag is positioned in the upper right quadrant of the image, partially submerged in water. The flag's stars and stripes are visible through the ripples of the water. The background is a bright, overexposed sky.

PRO-GROWTH TAX POLICY



GLOBAL TRADE POLICY



REGULATORY MODERNIZATION



**BOATER
ACCESS**



THE AMERICAN
BOATING
CONGRESS

SAVE THE DATE

THE AMERICAN
BOATING CONGRESS

American Boating Congress

May 4-6 | Washington, D.C.

The background of the image is a close-up photograph of water droplets and bubbles on a surface, creating a textured, light blue-grey pattern. Centered on this background is the word "Nimma" in a bold, blue, sans-serif font. The letters are slightly slanted to the right. A thin horizontal line is positioned below the letters. A registered trademark symbol (®) is located in the upper right corner of the "ma" portion of the word.

Nimma®