




National Marine
Manufacturers Association

STATE OF THE RECREATIONAL BOATING INDUSTRY

Frank Hugelmeyer
President & CEO



ENDURING VOLATILITY

A woman in a blue and red swimsuit is captured mid-jump, leaping from the back of a white speedboat into the ocean. Another person is visible sitting on the boat. The background features a vast blue sky with scattered white clouds and a calm sea. A large, stylized graphic of a blue and purple 'V' shape is overlaid on the left side of the image. The text 'INNOVATION MOMENT' is prominently displayed in the lower right quadrant.

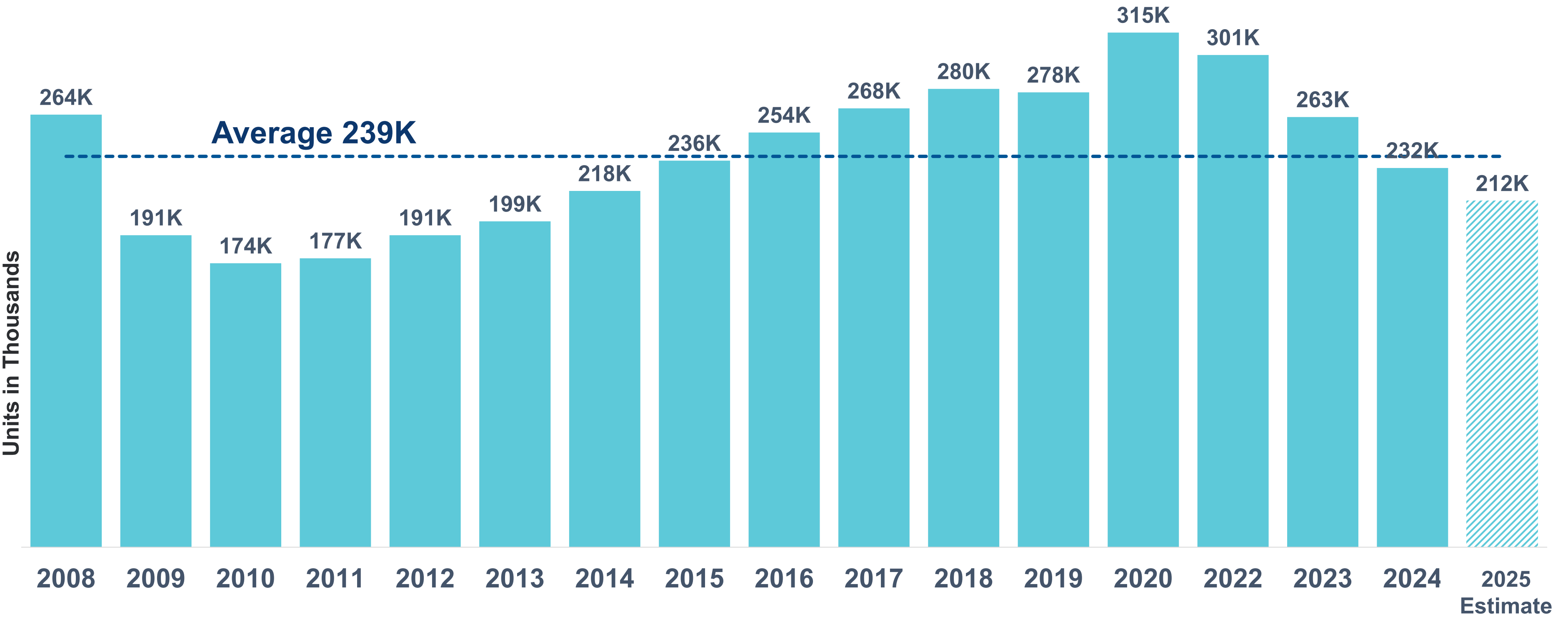
INNOVATION MOMENT

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			

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NEW POWERBOAT RETAIL UNIT SALES



Source: NMMA Business Intelligence Abstract

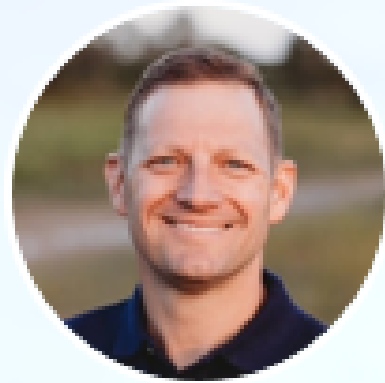


DISCOVER
BOATING®

A close-up photograph of a person's hands holding a black pen, poised to write on a document. The document features various charts, including a pie chart and a bar chart, with blue and orange colors. The image is overlaid with a large, semi-transparent blue geometric shape that contains the text 'CONSUMER INSIGHTS STUDY' in a bold, white, sans-serif font. The background is slightly blurred, showing more of the document and the person's arm.

CONSUMER INSIGHTS STUDY

ADVISORY GROUP SUPPORTING THIS EFFORT



THOMAS BATES

Correct Craft
CRO



LAUREN BECKSTEDT

Brunswick
CMO



BRYCE BROWN

MasterCraft Colorado
Principle



VICTOR GONZALEZ

Sportsman Boats
CMO



ABBEY HEIMENSEN

MarineMax
VP Marketing



AMBER HOLM

Winnebago Industries
CMO




BRYAN SETI

Yamaha
General Manager



MATT GRUHN

MRAA
President

An aerial photograph of a speedboat moving across a body of water, leaving a white wake. A person is water skiing behind the boat, also leaving a white wake. The water is a deep teal color. A large, semi-transparent green shape, resembling a stylized letter 'A' or a large drop, is overlaid on the left side of the image. The text 'ADVOCACY IN ACTION' is written in large, white, bold, sans-serif capital letters across the bottom right of the image.

ADVOCACY IN ACTION

ADVOCACY WINS

- ◆ **Vessel speed rule withdrawn**
- ◆ **Defeated PFAS & wakesurfing bills**
- ◆ **EXPLORE Act signed into law**
- ◆ **Protected boating access in Florida**

The background features a photograph of the United States Capitol building in Washington, D.C., viewed from across the reflecting pool. The scene is captured during the "golden hour" of sunset, with the sky displaying soft orange and pink hues. The Capitol's iconic dome and neoclassical architecture are visible, though slightly faded. In the foreground, the dark silhouettes of trees line the left side of the pool, and their reflections are visible in the water. A large, semi-transparent, light blue graphic of a stylized letter 'V' is positioned on the left side of the image, extending from the top to the bottom. Overlaid on the lower right portion of the image is the text "NAVIGATING POLICY CHANGES" in a bold, blue, sans-serif font.

NAVIGATING POLICY CHANGES



**ACCESS.
STABILITY.
CONFIDENCE.**



BALANCED REGULATION

The background of the image is a photograph of an American flag waving on a boat, with the boat's wake visible in the water. The entire image is overlaid with a semi-transparent teal color. There are also several large, abstract teal shapes, including a large triangle on the left and a curved shape at the bottom left, which partially obscure the background image.

**ECONOMIC
STABILITY**



THE AMERICAN
BOATING
CONGRESS



THE AMERICAN
BOATING
CONGRESS



THE AMERICAN
BOATING
CONGRESS



THE AMERICAN BOATING CONGRESS

**INDUSTRY
ADVOCATE**

MEETING THE MOMENT

- ◆ Utilize the new Discover Boating insights
- ◆ Reach out to your representatives and advocate locally
- ◆ Get involved in the 250th celebration

NMMA[®]

An aerial photograph of a boat's wake in the ocean. The wake consists of several parallel, white, frothy lines of water trailing behind the boat, set against a deep blue sea. The sky above is a clear, pale blue. The NMMA logo is superimposed over the upper half of the image.