



2022

YEAR IN REVIEW

October 1, 2021 - September 30, 2022

NMMA® National Marine
Manufacturers Association

Dear Valued NMMA Members,

In 2022, NMMA successfully emerged from the most challenging and disruptive period in its 43-year history while significantly advancing on multiple strategic fronts. Despite facing global supply chain convulsions, COVID variant restrictions, inflationary fears, geopolitical tensions and macroeconomic volatility, we marched towards recovery and returned a material portion of NMMA's critical program revenues displaced by the pandemic to the top line.

We also made meaningful progress on our ever-present advocacy goals and began to implement an exciting omni-channel Discover Boating strategy that will energize our show portfolio, attract new consumer segments and deliver greater ROI to our members. Overall, our success in FY22—along with our ability to strengthen the association and overcome unexpected obstacles—demonstrates the unwavering commitment, adaptability and resiliency of NMMA's talented staff, board and members.

As we look to the future, NMMA remains focused on investing in our core strategies, shaping the recreational boating industry and delivering compelling value to our member-owners. In spite of the challenges and changing economic conditions we all face, our industry's future is bright.

Moving forward, the association is also well poised to weather uncertainties, lead with purpose and deliver on our member promise. NMMA has the right focus, the right strategies and the right people to lead the association and accelerate our industry into its next phase of growth and success.

Thank you to all our members, partners and stakeholders for making FY22 a success. We look forward to continuing on our positive trajectory together and generating greater value for you and your business.

Frank Hugelmeyer



President

National Marine Manufacturers Association



NMMA

The National Marine Manufacturers Association is the leading trade organization for the North American recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, marine accessories and gear used by millions of boaters in North America.

The association serves its members and their sales and service networks by improving the business environment for recreational boating including providing domestic and international sales and marketing opportunities, reducing unnecessary government regulation, decreasing the cost of doing business, and helping grow boating participation. As the largest producer of boat and sport shows in the U.S., NMMA connects the recreational boating industry with the boating consumer year-round.

We are the unifying force and powerful voice for the recreational boating industry, working to strengthen and grow boating.

OUR MISSION

To ensure the growth and success of the recreational boating industry

OUR VISION

Recreational boating is the #1 leisure activity in America

OUR CORE VALUES

Respect
Serve Others
Be Curious
Collaborate
Focus on the Consumer

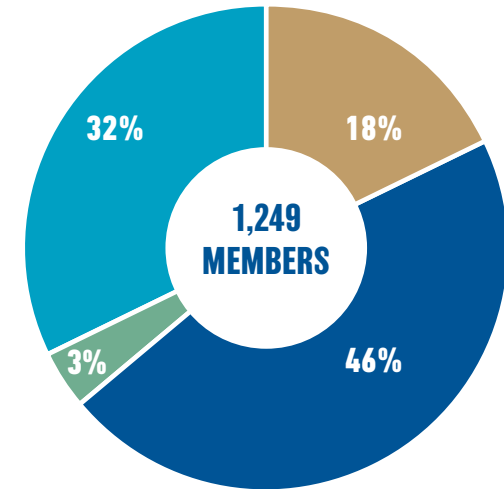


OUR MEMBERS

are vested industry stakeholders driving the association's strategic initiatives to advocate for marine businesses and recreational boaters while working to expand the market. Being a member gives your business a clear advantage, connecting you with market research and exclusive regulatory alerts, economic impact updates, and programs vital to success in today's fast-paced, ever-changing global economy.

TOTAL MEMBERS: 1,249

- **230** Boat Manufacturers
- **38** Engine Manufacturers
- **577** Marine Accessory and Component Manufacturers
- **404** Associate Service Providers



NMMA would like to thank the 78 new members who joined in 2022 helping to protect and promote the recreational boating industry.

INDUSTRY FACTS & FIGURES



690,000

American jobs supported by the recreational boating industry.



35,000

American businesses supported by the recreational boating industry.



\$56.7 BILLION

Annual U.S. sales of boats, marine products and services in 2021.



1.45 MILLION

New and pre-owned boats sold in the U.S. in 2021.



12 MILLION

Boats registered in the U.S.



CAD \$3.3 BILLION

Total market value of recreational boat sales in Canada.



194,501

Pleasure craft operator cards (PCOC), commonly referred to as the Canadian Boating License, were issued.

Thank you to our 2021-2022 NMMA Board of Directors for their service, guidance and support.

EXECUTIVE COMMITTEE

- ◆ Steve Heese, *Chris-Craft (Chair)*
- Ned Trigg, *Dometic (Vice Chair)*
- Eric Braitmayer, *IMTRA (Treasurer)*
- ◆ Doug Smoker, *Smoker Craft (Secretary)*
- Chris Drees, *Mercury Marine (Board Representative)*
- Ben Speciale, *Yamaha (Past Chair)*
- Bill Watters, *Syntec Industries (Board Representative)*
- ◆ Bill Yeargin, *Correct Craft (Board Representative)*

LEGEND

- ◆ Boat Manufacturers Division
- Engine Manufacturers Division
- Marine Accessory and Components Division
- ✦ Industry Associations

ADDITIONAL DIRECTORS

- Ron Bailey, *Smart Plug*
- ◆ Ann Baldree, *Chaparral Boats*
- Martin Bjuve, *Volvo Penta*
- Jason Blackburn, *Faria Beede Instruments*
- Gus Blakely, *Suzuki*
- Bill Boehman, *Yamaha*
- Kevin Carlan, *Yanmar*
- ◆ Kris Carroll, *Grady-White*
- ◆ Tom Carroll, *Viking Sport Cruisers*
- Craig Clawson, *Magic Tilt Trailers*
- ◆ Aine Denari, *Brunswick Boat Group*
- ✦ Jean-Francois Rioux, *Yamaha Canada, (NMMA Canada Representative)*
- ✦ Nick Harvey, *Four Winns/Wellcraft (Sail America Representative)*
- Greg Lentine, *NorCross Marine*
- ◆ John Livingston, *Cutwater/Ranger Tugs*
- Mark McKinney, *PCM Crusader*
- ◆ Joe Neber, *Contender*
- ✦ Robert Oswell, *Roswell Marine (Water Sports Industry Association Representative)*
- Matt Peat, *Transhield*
- ✦ Chris Petty, *Suntex (Association of Marina Industries Representative)*
- ◆ Scott Porter, *Formula*
- Tim Reid, *Mercury Marine*
- Chuck Rowe, *Indmar*
- ◆ Jack Springer, *Malibu Boats*
- Steve Tilders, *Xylem*
- ◆ Rick Tinker, *Skier's Choice*



HIGHLIGHTS

NMMA efforts

on behalf of member businesses in FY2022



PROTECT & ENGAGE

The NMMA is engaged in dozens of policy and regulatory issues at the state and federal level throughout the year to help the industry weather any storm and prepare for the future. As the industry's first line of defense in engaging lawmakers and agencies, NMMA ensures our industry is protected against harmful policies and regulations, while helping to position the industry for future advancements in areas including sustainability and next generation propulsion technology. As politics, policies and regulations constantly shift, the NMMA's advocacy efforts focus, in part, on engaging congressional champions and building relationships with new champions from both sides of the aisle who will be advocates for recreational boating.

25% TARIFF Imposed by the European Union and United Kingdom on American-made boats was fully removed after being put in place in 2018. Reopening these key export markets for the industry was essential to preserving industry health as the U.S. economy recovered from the pandemic-induced downturn.



70+ Meetings with congressional offices at the first in-person American Boating Congress since 2019. The advocacy fly-in welcomed over 200 attendees from across the recreational boating industry and hosted more than a dozen congressional and administration speakers.

\$54 BILLION Secured in funding for domestic semiconductor manufacturing to address the ongoing chip shortage, which will keep America's manufacturers globally competitive. Marine manufacturers are now better positioned to deliver the advanced, next generation products that future consumers expect.



6 Harmful bills, which would have over-regulated wakesurfing and hindered fair boating access, were prevented at the state level. Simultaneously, the team secured pro-boating access legislation in Tennessee and South Carolina. Ensuring our waters are open for all to enjoy is paramount for our industry's future success.

\$764 MILLION Appropriated for the Great Lakes Restoration Initiative, Everglades restoration, and for National Marine Sanctuaries. Securing and properly utilizing conservation and infrastructure funding to preserve America's greatest treasures will allow for boaters to enjoy our nation's waters for generations to come.



\$307K RAISED By BoatPAC through the support of our members. This is the first time the BoatPAC has exceeded \$300,000 and is vital to the industry's advocacy efforts.

LEADING THE CHARGE



DISCOVER BOATING™

Powered by NMMA and the Marine Retailers Association of the Americas, Discover Boating's omnichannel marketing strategy is focused on engaging and nurturing participation among the next generation of boaters, while retaining existing boat owners. Discover Boating is leading the charge to evolve how the industry expands its marketshare, guided by extensive research to ensure the campaign reaches the right audiences in the right places.

1.5 MILLION Referrals

Connected consumer prospects with manufacturer websites to help them continue their boat exploration and shopping.

4.1 MILLION

Visitors to the site across the next generation and existing boat owner audience engaged with new creative, design and navigation, and hundreds of new pieces of fun, helpful content and resources that assisted consumers in their boating journey.

145% INCREASE

In site traffic from visitors ages 18-44 and a 31% increase in female visitors demonstrated the campaign strategy successfully attracted younger, more diverse audiences to explore ways to get on the water and get started in boating.

LAUNCHED Dealer Finder

This new interactive tool on DiscoverBoating.com in partnership with MRAA helps consumers search for—and connect with—more than 3,600 boat dealers across the country, making it easier to navigate boat buying.



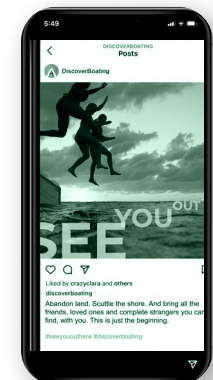
1 BILLION Impressions

Through the power of authentic storytelling, Discover Boating increased awareness for recreational boating and engaged the next generation of boaters and existing boaters through their preferred media and content creators. This included nearly 7,000 PSA airings on TV, earned media on ESPN's popular weekly television morning show, First Take, MensJournal.com, Forbes.com, Fortune.com, Fatherly, PureWow and strategic partnerships with Ebony, Vice and ESPN.



2.3 MILLION Social Engagements

Robust social media engagement and partnerships with 40 Instagram and TikTok influencers through authentic and inspiring boating content reaching young, diverse audiences where they are.



NMMA is the world’s leading producer and owner of consumer boat and sport shows, owning 11 shows in some of the largest markets in the U.S. including New York, Chicago, Miami, and Atlanta. NMMA boat and sport shows— which are all moving under the Discover Boating brand beginning in 2023—provide the recreational boating and outdoor industries with quality sales, marketing and customer retention venues that engage the next generation of boaters while retaining and growing the existing boat owner community.

250,000
ATTENDEES

Successfully produced six NMMA boat shows for the 2022 winter show season, attracting approximately 250,000 boating enthusiasts and buyers while overcoming extreme challenges related to inventory shortages and COVID mandates.

1ST
EDITION

Produced the first edition of the Discover Boating® Miami International Boat Show® with our partner, Informa Markets, resulting in more than 100,000 attendees, strong sales for exhibitors and amplified awareness and impact for recreational boating through the industry’s Discover Boating brand.

1,400
BOAT MODELS

122
BRANDS

The launch of Digital Show Guide, a beta for the forthcoming Boat Finder, featured 1,400 boat models representing 122 brands across five show markets making the guide the first industry-owned digital listing of new model inventory providing more convenient, robust connections between boat shoppers, exhibitors, brands and dealers.

6 BOAT SHOWS

100K ATTENDEES

1 INDUSTRY FIRST



IBEX

NMMA owns and produces the International BoatBuilders' Exhibition & Conference (IBEX) with RAI Amsterdam. IBEX is the marine industry's largest technical trade event in North America and is powered globally by METSTRADE, a global event for professionals in the leisure marine equipment industry.

561 COMPANIES

3.2K ATTENDEES

Despite the challenging pandemic environment, IBEX 2021 returned to an in-person event with strong attendance and exhibitor participation.

900 TICKETED ATTENDEES

for the largest IBEX Industry Breakfast to date.



METSTRADE

At METSTRADE, the world's largest B2B trade exhibition of equipment, materials and services for the international marine leisure industry produced by RAI Amsterdam in association with the International Council of Marine Industry Associations (ICOMIA), NMMA organizes and operates the Canadian and U.S.A. Pavilions to make it easy for member marine companies to reach the global market.

36 MEMBER COMPANIES

were part of the U.S.A. and Canadian Pavilions for METSTRADE 2021, held November 16-18, 2021, in Amsterdam.



ICAST

At ICAST, the world's largest sportfishing trade show, NMMA organizes the Marine Accessories Pavilion (MAP) to provide members with the opportunity to promote their products, introduce the latest innovations and get in front key buyers.

28 MEMBER COMPANIES

were part of the Marine Accessories Pavilion (MAP) during ICAST 2022, held July 19-22, 2022, in Orlando.



NMMA CERTIFIED

NMMA Certification is the premier product compliance program for boats, yachts, boat trailers, PWC and marine oils in the United States. It's our mission to help marine manufacturers succeed in providing safer products for the boating industry. NMMA represented and protected industry interests in domestic and international technical matters through active participation in American Boat & Yacht Council (ABYC) and Society of Automotive Engineers (SAE) standards development and revisions, as well as International Organization of Standardization (ISO) working groups. Throughout fiscal year 2022 (October 2021 – September 2022), the NMMA led improvement of several standards for the industry, prevention of introduction of standards that could potentially damage the industry and advocated for favorable interpretations of existing standards and regulations.



188

Boat brands
who received
NMMA Certification
in 2022.

85%

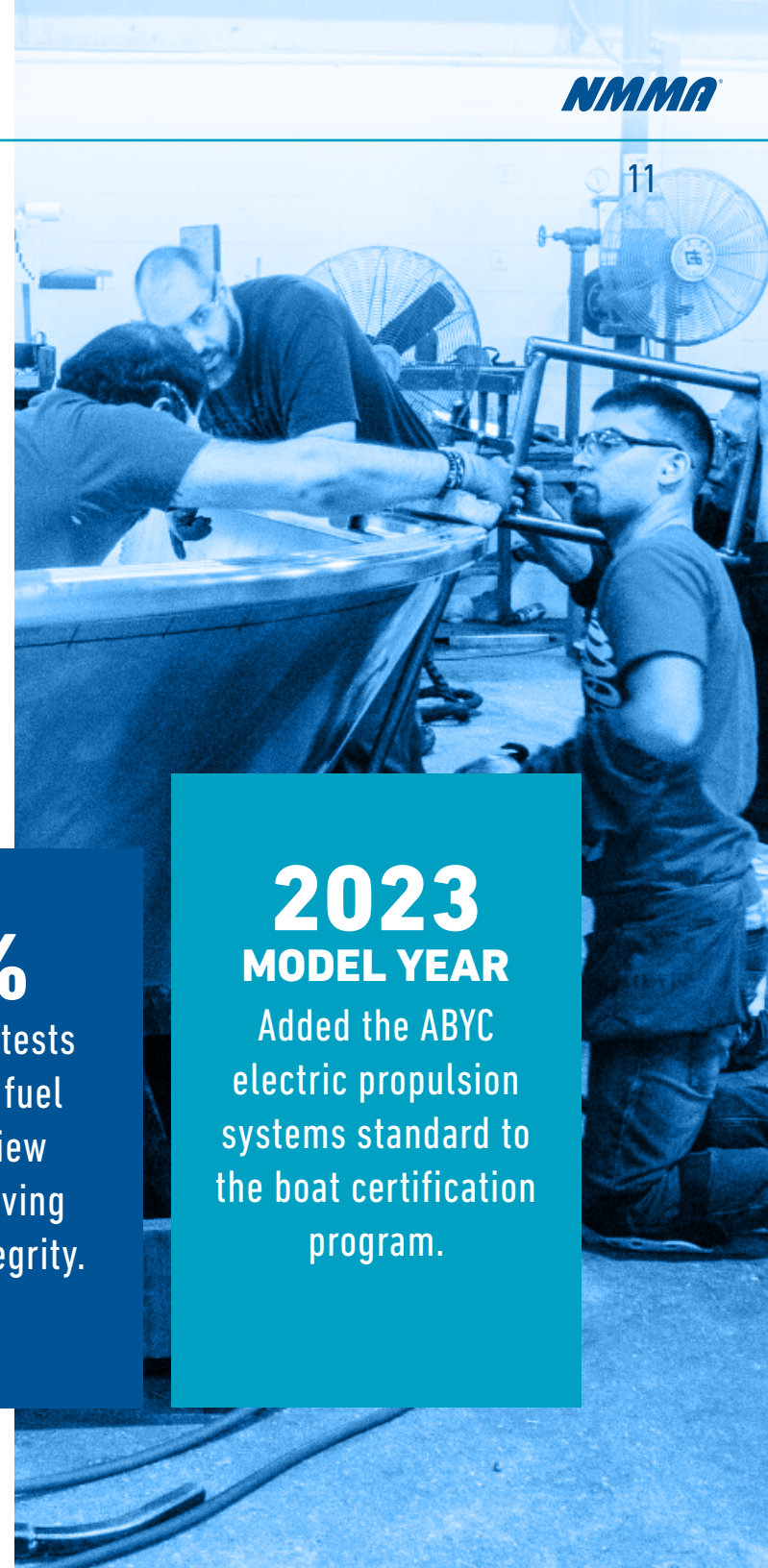
of boats sold in the
U.S. that are NMMA
Certified.

75%

Reduction in tests
required for fuel
system review
while preserving
outcomes integrity.

2023
MODEL YEAR

Added the ABYC
electric propulsion
systems standard to
the boat certification
program.



DATA & INSIGHTS

NMMA is the industry's leading source of recreational boating research, statistics and technical data. The Association's Business Intelligence department collects, analyzes and distributes industry, economic and market data to serve the business interests and needs of our members.

Monthly REPORTS

Wholesale shipment and retail sales reports across all engine and boat segments in the US and Canada delivered monthly to members

to Help Inform Their Business Decisions.



Annual ABSTRACTS

The recreational marine industry's most comprehensive collection of boating statistics in the U.S. and Canada including detailed retail and sales trends on new and pre-owned boats and engines, national and state level in the U.S., and import and export data showing the industry's global footprint. The Canadian Statistical Abstract was recently re-imagined and expanded to include over 400 pages of industry data and insights.



Boat Shopping & Ownership STUDY

In partnership with the Recreational Boating & Fishing Foundation (RBFF) and Marine Retailers Association of the Americas (MRAA), fielded an in-depth consumer study to identify and **Understand Challenges** associated with boat shopping and ownership in a post-pandemic world. This free to members research included a detailed webinar attended by approximately 200 stakeholders.



Consumer RESEARCH

Discover Boating fielded consumer market research to be released in 2023 to gain insight on the barriers and opportunities in front of the industry in attracting, engaging and retaining potential boat owners and current boat owners as they explore and **navigate boating and boat ownership.**



COLLECTIVE EFFORT

NMMA Canada leads a collective industry effort to both protect recreational boating in Canada through public policy advocacy and increase participation and industry sales by expanding the market for recreational boating. Through Canadian member-focused programs related to export development, government relations and Discover Boating, the team is committed to representing, advocating for and advancing the interests of the recreational boating industry across Canada.



\$250K

Protected all consumer boat deals before 2022 from being luxury taxed, regardless of delivery date (originally only contracts signed before April 2021 were exempt). This is in addition to delaying implementation to September 2022 and raising the threshold from \$100K to \$250K.

\$100K

Secured in CanExport government grants to support Canadian manufacturers at METS 2022. The grant covered half of booth and travel costs for the exhibitors.

30

Elected officials, political staffers and public servants, including the head of Transport Canada and the Minister's senior advisors, who met with the NMMA Canada team and members during 'Recreational Boating Day on the Hill' on Parliament Hill.

40

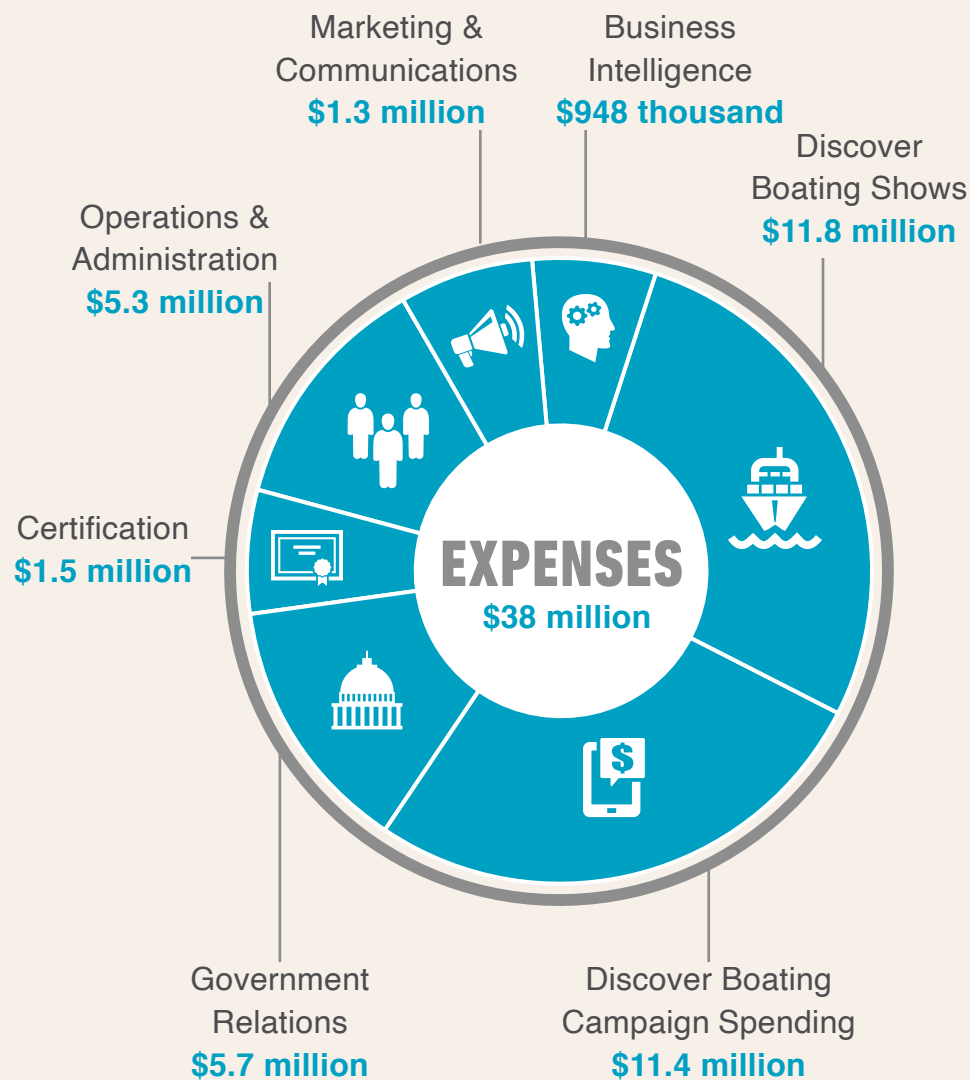
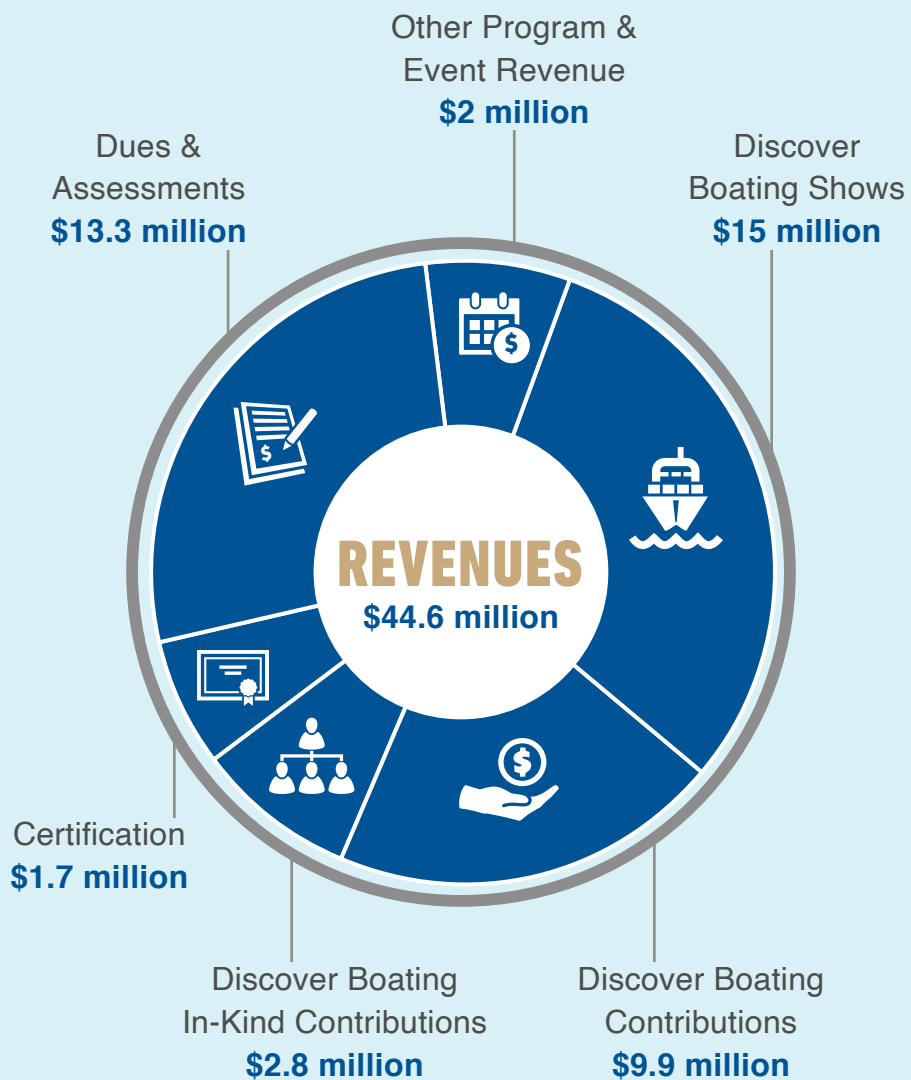
Key government meetings since Feb. 2020, including testifying at 3 parliamentary committees on the economic impact of the luxury tax, a dozen meetings with Members of Parliament and senior government officials on luxury tax.

Proactive

Advocacy on strategic threats such as luxury tax regulations, boating restrictions, potential engine noise limits, and proposed prohibitions on manufacturing chemicals (DBDPE).



BY THE NUMBERS



RECOGNIZING

and celebrating the contributions

of our members for their vision, leadership & accomplishments



Congratulations to the recipients below. Thank you for your leadership and service to the recreational boating industry.

NMMA Hall of Fame

NMMA's most prestigious recognition honoring individuals who have made or continue to make substantial contributions toward the advancement of the marine industry.



Joe Miller
Former CEO
& Principal
William F. Miller
& Associates



Doug Smoker
President & CEO
Smoker Craft, Inc.

Alan J. Freedman Memorial Leadership Award

Honors individuals who, during their careers, have made outstanding contributions to the marine accessories industry through leadership, creativity, and personal motivation.



Greg Lentine
President
NorCross Marine Products

Hammond Marine Industry Leadership Award

Through the NMMA Foundation for Recreational Boating Safety, Education and Environmental Awareness, honors individuals who have demonstrated extraordinary service, commitment, and dedication to the long-term health of the recreational boating industry.



Ned Trigg
Former Executive Vice President
Dometic

OUTSTANDING ACHIEVEMENT

INNOVATION AWARDS recognize manufacturers and suppliers who bring new, innovative products for the boating industry to market. Innovation Awards were presented this year at the International BoatBuilders' Exhibition and Conference (IBEX), Discover Boating® Miami International Boat Show, and Progressive® Insurance Minneapolis Boat Show.



Boat Care and Maintenance:
ElectroSea, ElectroStrainer

Boatbuilding Methods and Materials:
Massivit 3D, Massivit 10000 Additive Tooling System

Boatyard and Marina Hardware and Software: *Radian IoT, GPS Monitoring Solution and SaaS Platform*

Deck Equipment and Hardware:
Overboard Technologies, Overboard Pro Mounted Fish Dehooker (Honorable Mention Navico Group, PowerBase & Antenna)

Electrical Systems: *Egis Mobile Electric, XD Series Triple Flex Relay/ACR/LVD w/Knob (Honorable Mention: Navico Group, ProMariner ProTournamentelite)*

Furnishings and Interior Parts:
Kenyon International Inc., VDC Grill

Mechanical Systems:
Seakeeper, Inc., Seakeeper Ride

OEM Electronics: *Garmin USA, Garmin Surround View Camera System (Honorable Mention: Minn Kota/Humminbird/Cannon, MEGA Live Imaging TargetLock)*

Propulsion Parts, Propellers:
QMI, ACCUTHRUST

Safety Equipment:
PYI Inc., Revolve



Miami



Cabin Cruisers, Motor Yachts, Trawlers:
Azimut Yachts, Grande Trideck

Center Console/Walkaround Fishing Boats: *Pursuit Boats, S428 Sport*

Consumer Electronics, Mobile Applications and Software: *Raymarine, Cyclone Solid-State Open Array Radar*

Cuddy Cabin, Bowrider, Deck Boats:
Ingenity Electric, 23 Electric

Deck Equipment: *Roswell Marine, Rise Telescoping Helm System*

Docking and Fendering Equipment:
Orenco Composites, DuraLast Floating Dock Sunstream, SunLift SLX

Electric Motor/Battery Powered Propulsion/Hybrids: *e-Motion LLC, e-Motion Parallel and Serial Hybrid*

Furnishings & Interior Parts:
Magma Products, Crossover Series

Inboard Engines: *Ilmor, Supercharged 6.2L*

Mechanical Systems: *Advanced Systems Group, CZone Control X*

Outboard Engines: *Mercury Marine, 7.6-liter V12 600hp Verado Outboard*

Personal Watercrafts:
BRP, Sea-Doo Fish Pro 170

Tow Boats: *Heyday, H22*

Trailers, Parts and Trailer Accessories:
Malibu Boats, Boat Trailers



Minneapolis

Aluminum Fishing Boats:
Lund Boats, Renegade

Fiberglass Fishing Boats:
Bass Cat Boats, Puma STS

Pontoon Boats: *BRP, Inc., Sea-Doo Switch Pontoon (Honorable Mention: Brunswick Corp., Mercury Marine – Joystick Piloting for Single-Engine Pontoons)*

Furnishings:
Premier Marine, Inc., Intrigue Rev with Mercury 600XL Verado

INNOVATION AWARDS



Marine Industry Customer Satisfaction Index Awards recognizes boat and engine manufacturers who actively measure customer satisfaction and pursue continuous improvement to better serve their customers.

Aluminum Outboard Boats

G3
Lund Boat
Starcraft Marine
Tracker

Deck Boats

Hurricane
Regal Boats
Starcraft Marine

Fiberglass Bass Boats

Bass Cat Boats
Nitro
Ranger
Skeeter Products
Triton

Fiberglass Outboard Boats

Axopar Boats
Blackfin Boats
Boston Whaler
Chaparral Boats Inc.
EdgeWater Boats
Everglades Boats
Formula Boats
Grady-White Boats, Inc.
Jupiter Marine International
Monterey Boats
Nitro
Pathfinder Boats
Pursuit Boats
Regulator Marine
Robalo Boats
Sea Vee Boats
Sportsman
Tahoe
Tiara Yachts

Inboard Express Cruiser Boats

Tiara Yachts

Inboard Watersports Boats

Centurion Boats
Supreme Boats
Nautique Boat Company, Inc.
MasterCraft Boat Company
Skier's Choice, Inc. - Moomba Boats
Skier's Choice, Inc. - Supra Boats
Tige Boats

Jet Boats

Yamaha Watercraft

Pontoon Boats

Avalon
Barletta Pontoon Boats
Bennington
Crest Pontoons
Crestliner Boats
Cypress Cay Pontoon Boats
Forest River, Inc.
G3
Godfrey Marine
Harris
Lowe Boats
Manitou Pontoon Boats
Ranger
Starcraft
Sun Tracker

Personal Watercraft

Yamaha Watercraft

Sterndrive Bowrider Boats

Chaparral Boats Inc.
Chris-Craft
Formula Boats
Monterey Boats
Regal Boats

Sterndrive Cuddy and Express Boats

Formula Boats
Monterey Boats
Regal Boats

Inboard Engines

Ilmor
Indmar
Pleasurecraft Engine Group

Outboard Engines

Honda Marine
Suzuki Marine USA
Tohatsu America Corporation
Yamaha

STRATEGIC PRIORITIES

NMMA remains focused on these industry efforts in the year ahead

Solidify NMMA's proactive political influence at the federal, state and international levels

Drive and advance the industry's environmental and safety initiatives and advance Corporate Social Responsibility (CSR)

Attract and retain the next generation of boating consumers

Become the data hub for industry and consumer trends

Align culture, resources, operations, and IT systems to drive our strategic priorities

Thank you to our member-owners for your support – it is our privilege to serve your businesses.

For more information

on NMMA programs serving the North American recreational boating industry, **visit nmma.org**

