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—all 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)

ADDITIONAL DIRECTORS
- 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

LEGEND
- Boat Manufacturers Division
- Engine Manufacturers Division
- Marine Accessory and Components Division
- Industry Associations
HIGHLIGHTS
NMMA efforts
on behalf of member businesses in FY2022
Advocacy

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.

$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.

$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.

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.

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.

$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

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.

**1,400 BOAT MODELS**
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.

**122 BRANDS**

**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.

**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 COMPANYs**

**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.

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**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.

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**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 COMPANYs**

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

**REVENUES**

- Dues & Assessments: $13.3 million
- Discover Boating: $2 million
- Other Program & Event Revenue: $2 million
- Discover Boating Shows: $15 million
- Contributions: $9.9 million
- In-Kind Contributions: $2.8 million

**EXPENSES**

- Marketing & Communications: $1.3 million
- Certification: $1.5 million
- Business Intelligence: $948 thousand
- Operations & Administration: $5.3 million
- Government Relations: $5.7 million
- Discover Boating Campaign Spending: $11.4 million
- Discover Boating Shows: $11.8 million

Total REVENUES: $44.6 million
Total EXPENSES: $38 million
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
**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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Award Recipient</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boatyard and Marina Hardware and Software</strong></td>
<td>ElectroSea, ElectroStrainer</td>
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<tr>
<td><strong>Deck Equipment and Hardware</strong></td>
<td>Overboard Technologies, Overboard</td>
</tr>
<tr>
<td><strong>Furnishings and Interior Parts</strong></td>
<td>Premier Marine, Inc., Intrigue</td>
</tr>
<tr>
<td><strong>Electrical Systems</strong></td>
<td>Egis Mobile Electric, XD Series</td>
</tr>
<tr>
<td><strong>OEM Electronics</strong></td>
<td>Garmin USA, Garmin Surround View Camera System</td>
</tr>
<tr>
<td><strong>Propulsion Parts, Propellers</strong></td>
<td>QMI, ACCUTHRUST</td>
</tr>
<tr>
<td><strong>Safety Equipment</strong></td>
<td>PYI Inc., Revolve</td>
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<tr>
<td><strong>Cabin Cruisers, Motor Yachts, Trawlers</strong></td>
<td>Azimut Yachts, Grande Trideck</td>
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<tr>
<td><strong>Center Console/Walkaround Fishing Boats</strong></td>
<td>Pursuit Boats, S428 Sport</td>
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<tr>
<td><strong>Consumer Electronics, Mobile Applications</strong></td>
<td>Raymarine, Cyclone Solid-State Open Array Radar</td>
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<tr>
<td><strong>Deck Equipment</strong></td>
<td>Roswell Marine, Rise Telescoping Helm System</td>
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<tr>
<td><strong>Docking and Fendering Equipment</strong></td>
<td>Oreno Composites, DuraLast Floating Dock</td>
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<tr>
<td><strong>Electric Motor/Battery Powered Propulsion/ Hybrids</strong></td>
<td>e-Motion LLC, e-Motion Parallel and Serial Hybrid</td>
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<tr>
<td><strong>Furnishings &amp; Interior Parts</strong></td>
<td>Magma Products, Crossover Series</td>
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<tr>
<td><strong>Inboard Engines</strong></td>
<td>Ilmor, Supercharged 6.2L</td>
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<tr>
<td><strong>Mechanical Systems</strong></td>
<td>Advanced Systems Group, CZone Control X</td>
</tr>
<tr>
<td><strong>Outboard Engines</strong></td>
<td>Mercury Marine, 7.6-liter V12 600hp Verado Outboard</td>
</tr>
<tr>
<td><strong>Personal Watercrafts</strong></td>
<td>BRP, Sea-Doo Fish Pro 170</td>
</tr>
<tr>
<td><strong>Tow Boats</strong></td>
<td>Heyday, H22</td>
</tr>
<tr>
<td><strong>Trailers, Parts and Trailer Accessories</strong></td>
<td>Malibu Boats, Boat Trailers</td>
</tr>
<tr>
<td><strong>Aluminum Fishing Boats</strong></td>
<td>Lund Boats, Renegade</td>
</tr>
<tr>
<td><strong>Fiberglass Fishing Boats</strong></td>
<td>Bass Cat Boats, Puma STS</td>
</tr>
<tr>
<td><strong>Pontoon Boats</strong></td>
<td>BRP, Inc., Sea-Doo Switch Pontoon</td>
</tr>
<tr>
<td><strong>Furnishings</strong></td>
<td>Premier Marine, Inc., Intrigue</td>
</tr>
</tbody>
</table>

**Miami**

- **Boat Care and Maintenance**: ElectroSea, ElectroStrainer
- **Boatbuilding Methods and Materials**: Massivit 3D, Massivit 10000 Additive Tooling System

**Minneapolis**

- **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

**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
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.

**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

**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

**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

**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

National Marine Manufacturers Association