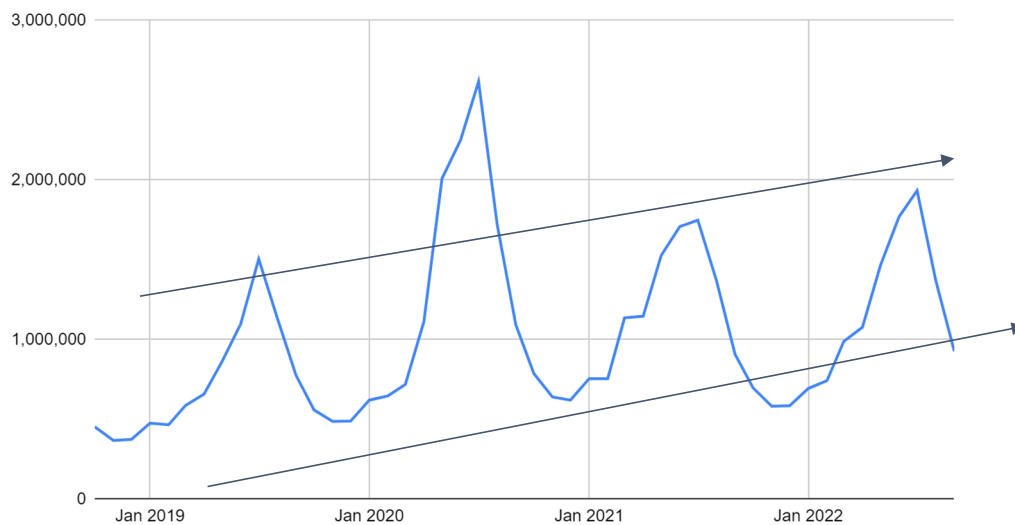


BOATING INTEREST HAS BEEN ON A GOOD TRAJECTORY

Total Boat Search Vol

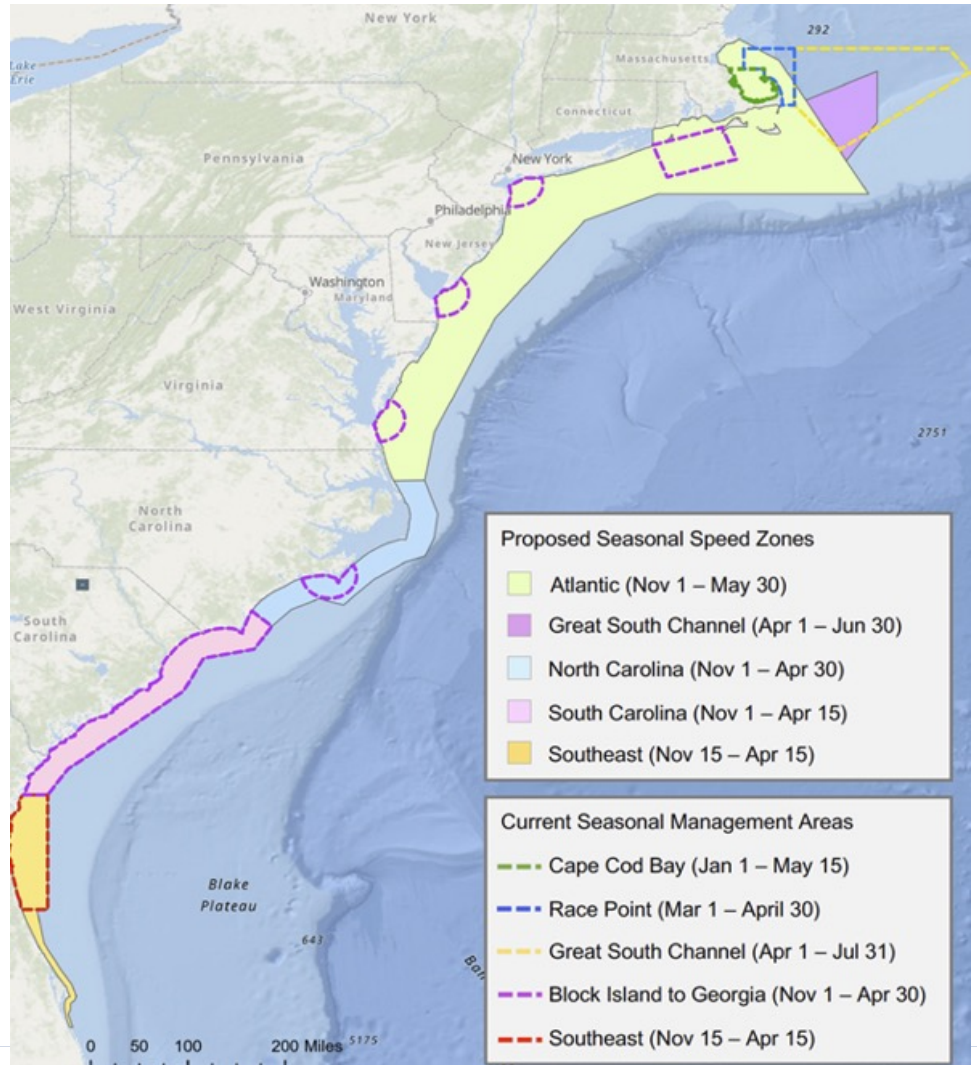


2022 power boat sales are still at 15-18% , to pre-pandemic growth years (2015-2019)

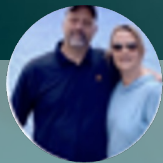
MARINE INDUSTRY ECONOMIC INDICATORS

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

PROPOSED SEASONAL SPEED ZONES

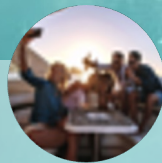


QUICK REFRESH ON OUR TARGET AUDIENCE



CORE SEGMENT

- Boomer/Gen X
- Rural/Hunting/Fishing
- Less active



GROWTH SEGMENT

- Gen X/Millennial/Gen Z
- Very active/sporty
- Tech Savvy



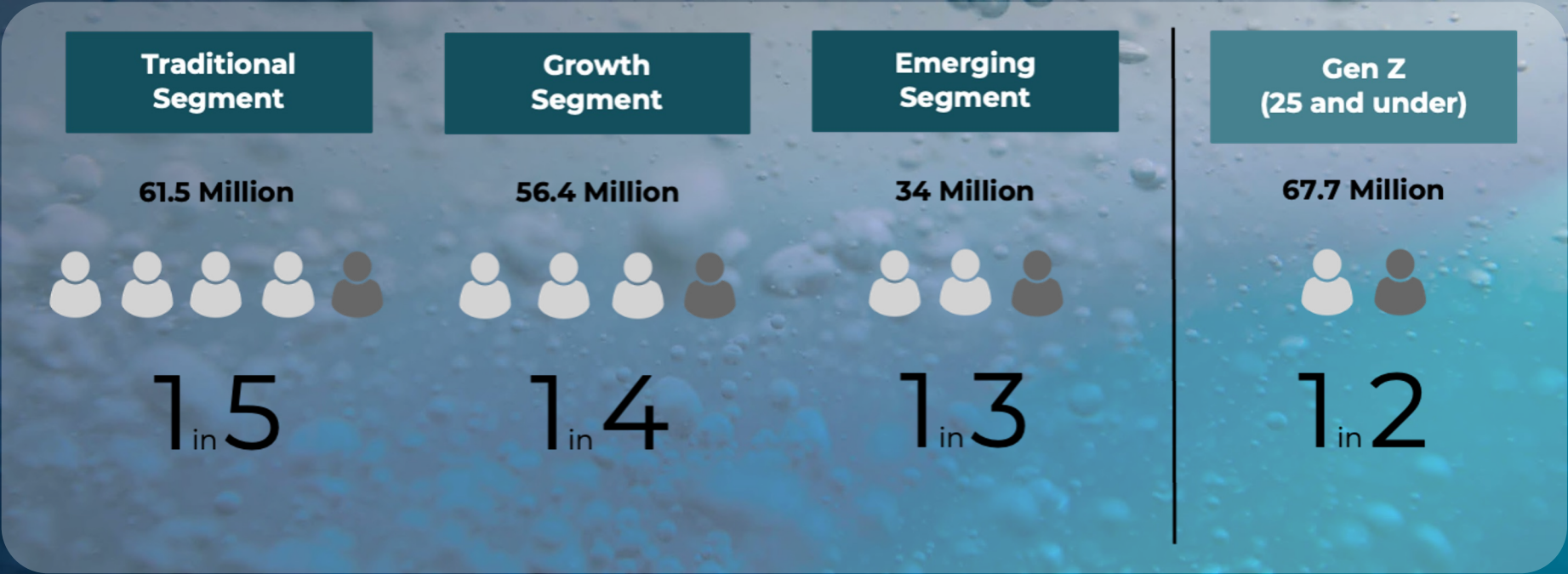
EMERGING SEGMENT

- Gen X/Millennial/Gen Z
- High Net Worth/ Luxury
- Global/Adventure travelers

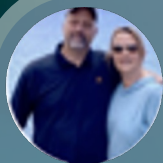


NEXT GEN SEGMENTS LOOK DIFFERENT

DIVERSITY SHARE OF POPULATION



SIGNIFICANT MARKET POTENTIAL



CORE SEGMENT

34 MM Americans

61.5 MM Americans



**GROWTH
SEGMENT**

37 MM Americans

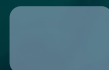
56.4 MM Americans



**EMERGING
SEGMENT**

19 MM Americans

34.3 MM Americans



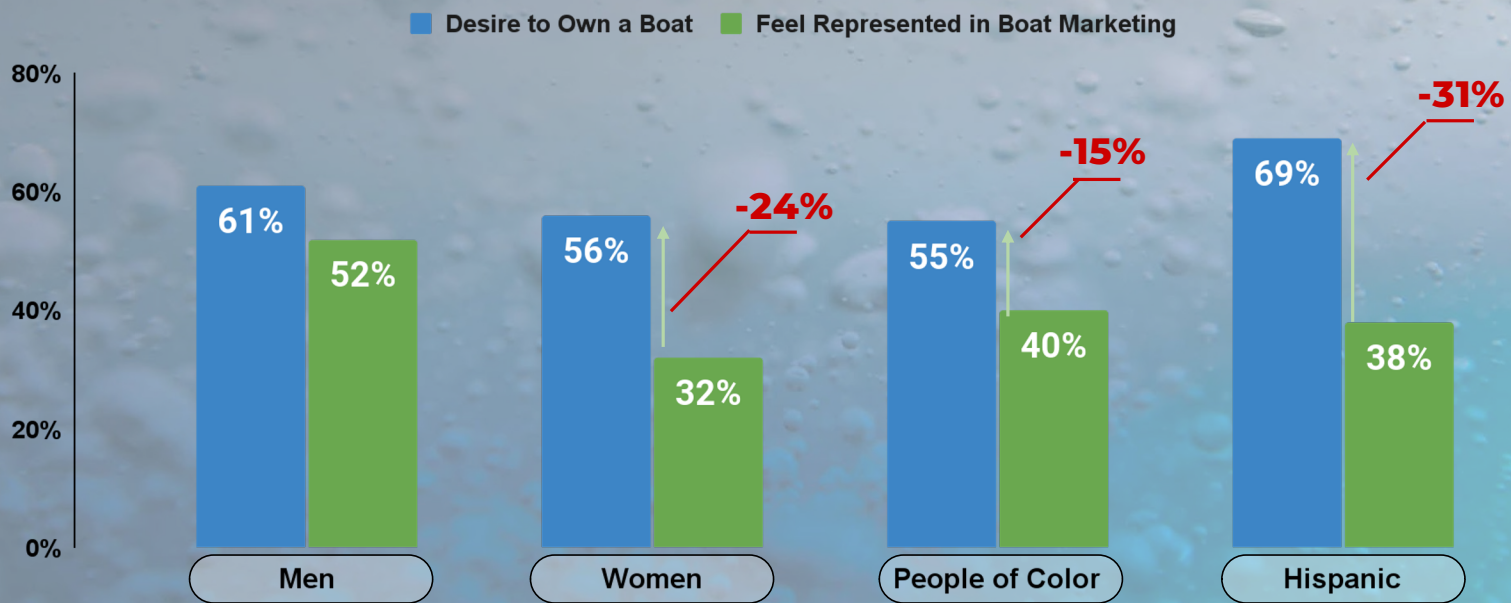
**Already aspire to
own a boat**

**Total size of prize:
91 MM Americans**

CHALLENGE: INCLUSION

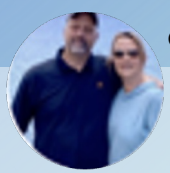
BUT SOME OF THIS AUDIENCE DON'T FEEL REPRESENTED

MARKETING REPRESENTATION GAP



CHALLENGE: ECONOMIC UNCERTAINTY

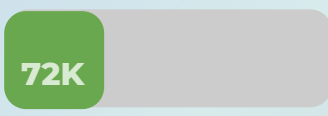
DIFFERENT SEGMENTS HAVE DIFFERENT FINANCIAL ABILITY TO AFFORD A NEW BOAT



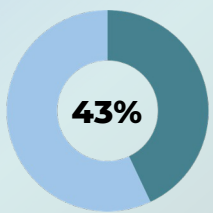
CORE SEGMENTS

Ave Net Worth:
\$430K

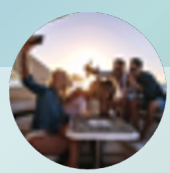
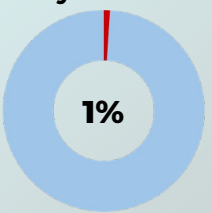
Average HH income



Save monthly for big purchases



Believe they can afford a boat today:



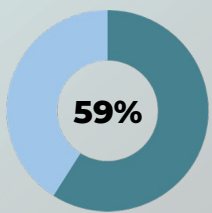
GROWTH SEGMENTS

Ave Net Worth:
\$720K

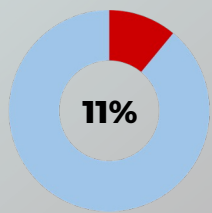
Average HH income



Save monthly for big purchases



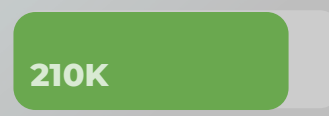
Believe they can afford a boat today:



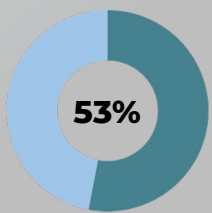
EMERGING SEGMENT

Ave Net Worth:
\$1.15M

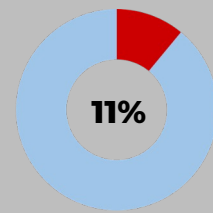
Average HH income



Save monthly for big purchases



Say they can afford a boat today:



Most price sensitive ← | → Least price sensitive

