

# U.S. Powerboat Market

All registered powerboats including PWC



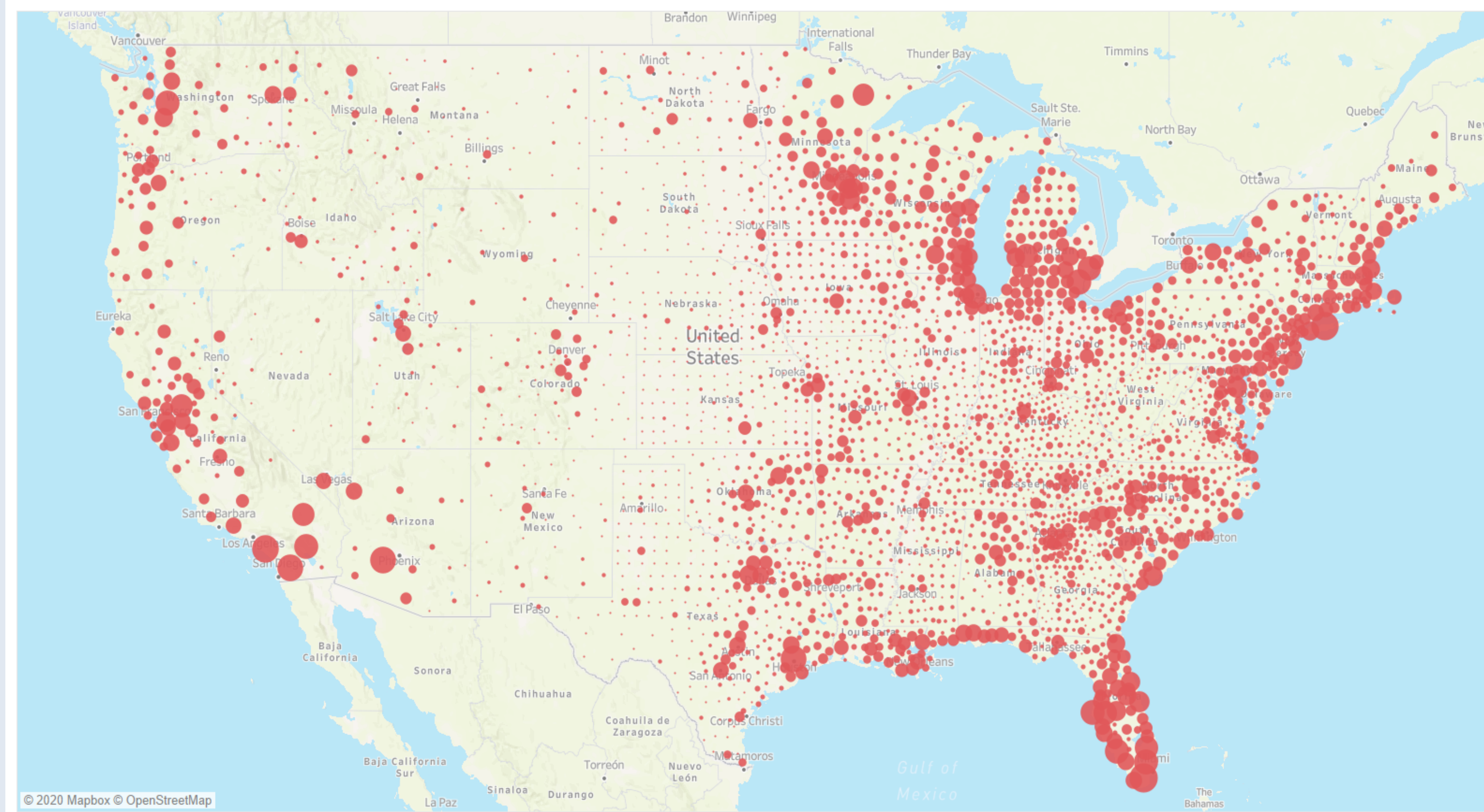
## Total Fleet (all registered boats as of year-end 2019)

Total number of Boats  
**10,520,000**

Purchased in Past 5 Years  
**45%**

Average Annual Scrap Rate  
**318,000**

Average Boat Age  
**22 yrs**



## 2019 Purchases

**296 K**

New Boats

**942 K**

Pre-owned Boats

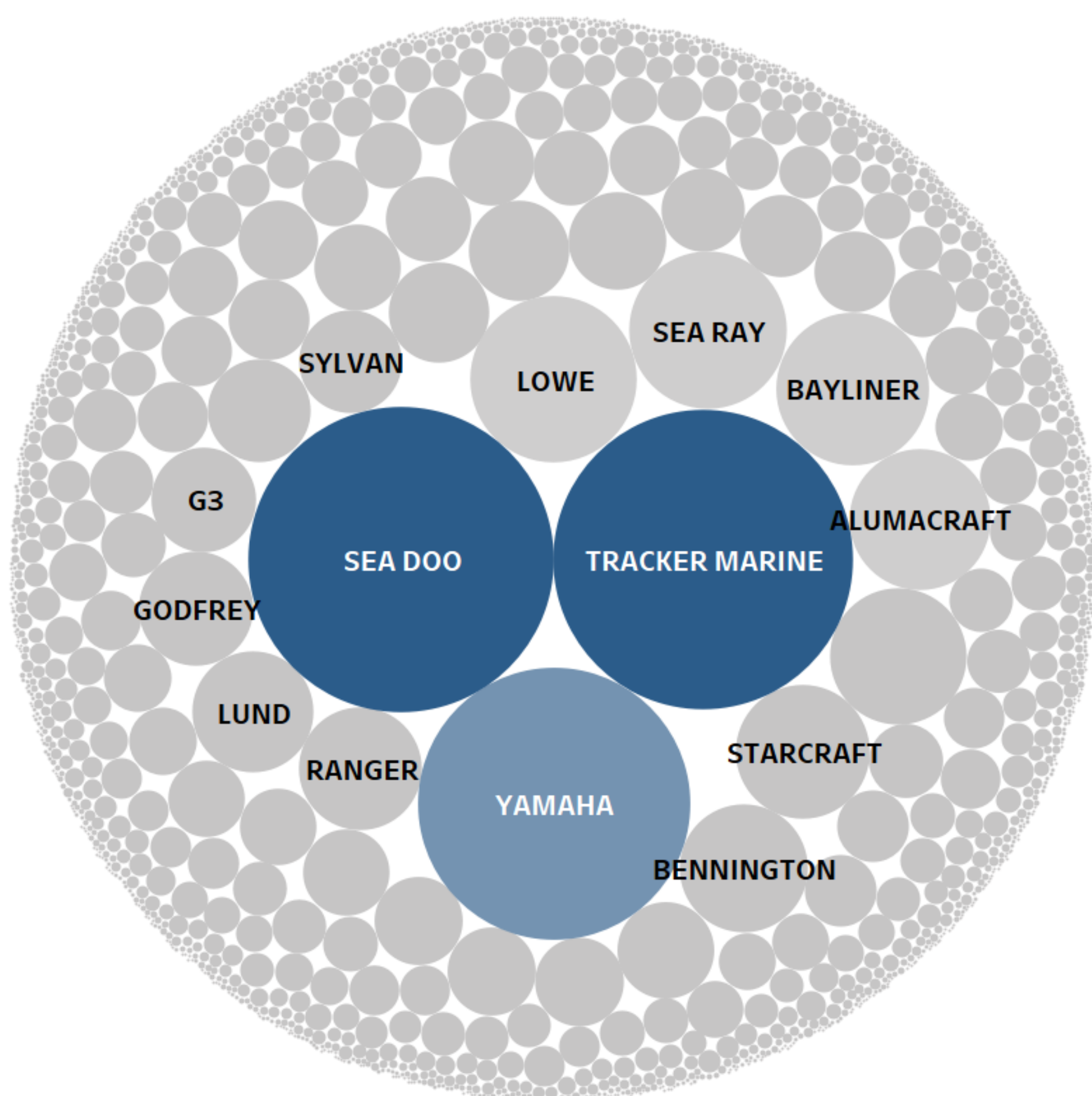
## 2019 Buyers

**31 %**

First-time Boat Buyers

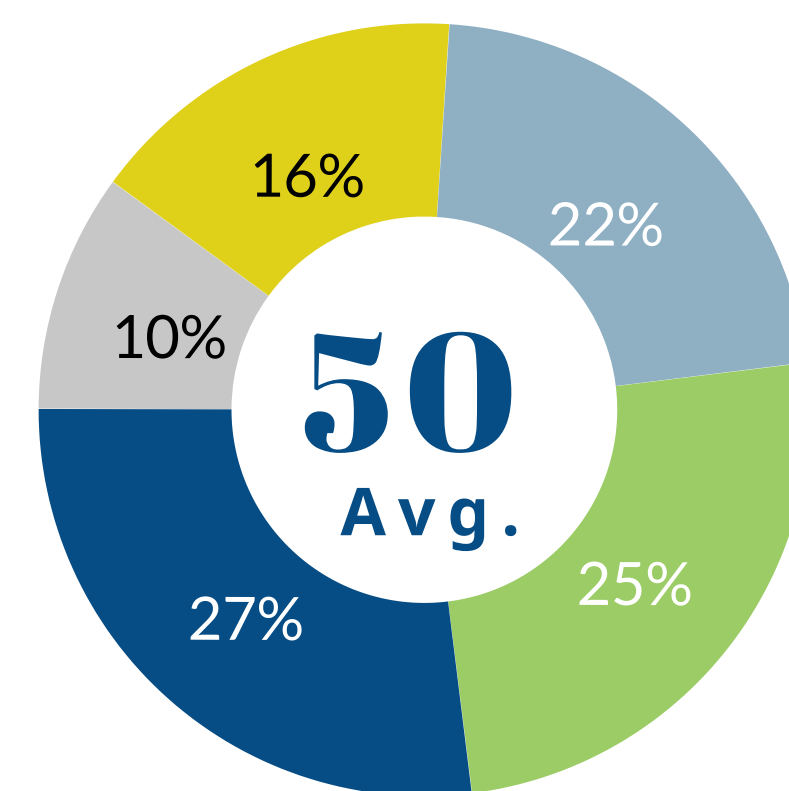
**37 %**

Own More Than One Boat



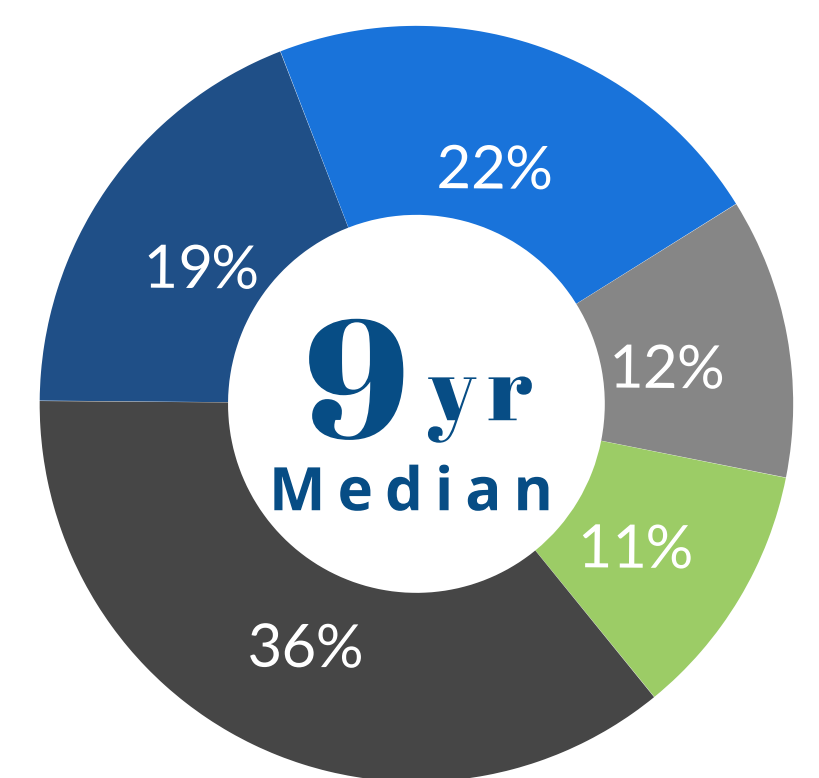
BRANDS purchased - New & Pre-owned

## Buyer Age



- < 30 years old
- 30 to 39 years old
- 40 to 49 years old
- 50 to 59 years old
- 60+ years old

## Length of Residence



- < 3 years
- 3 to 6 years
- 7 to 10 years
- 11 to 14 years
- 15+ years

Buyers are usually well-established and over 90% own their home