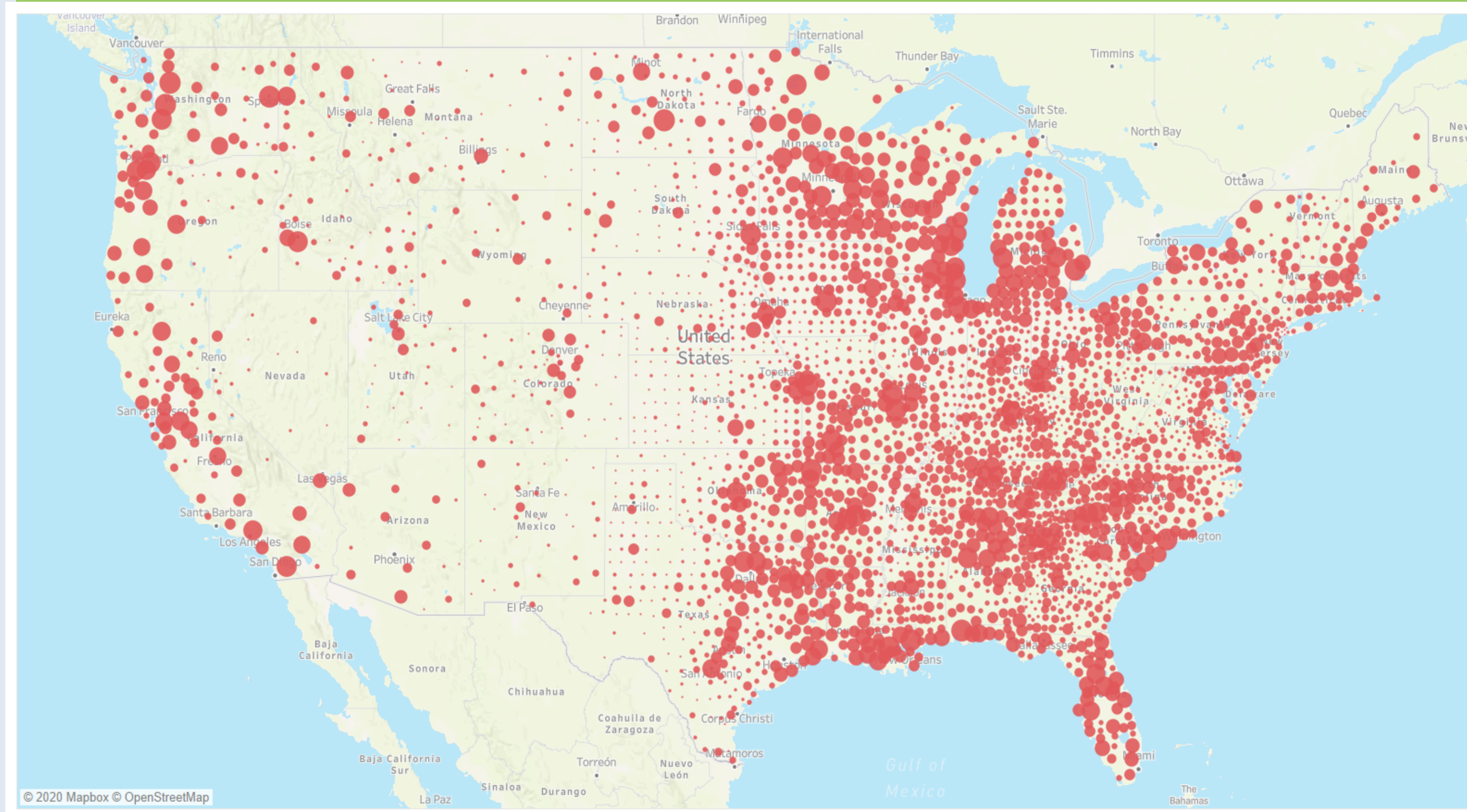


U.S. Freshwater Fishing Boat Market

15-28 foot mechanically-propelled freshwater fishing boats (excluding jon boats)



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



Total number of Boats
1,984,000

Purchased in Past 5 Years
44%

Average Annual Scrap Rate
37,000

Average Boat Age
19 yrs

2019 Purchases

56.3K

New Boats

169.9K

Pre-owned Boats

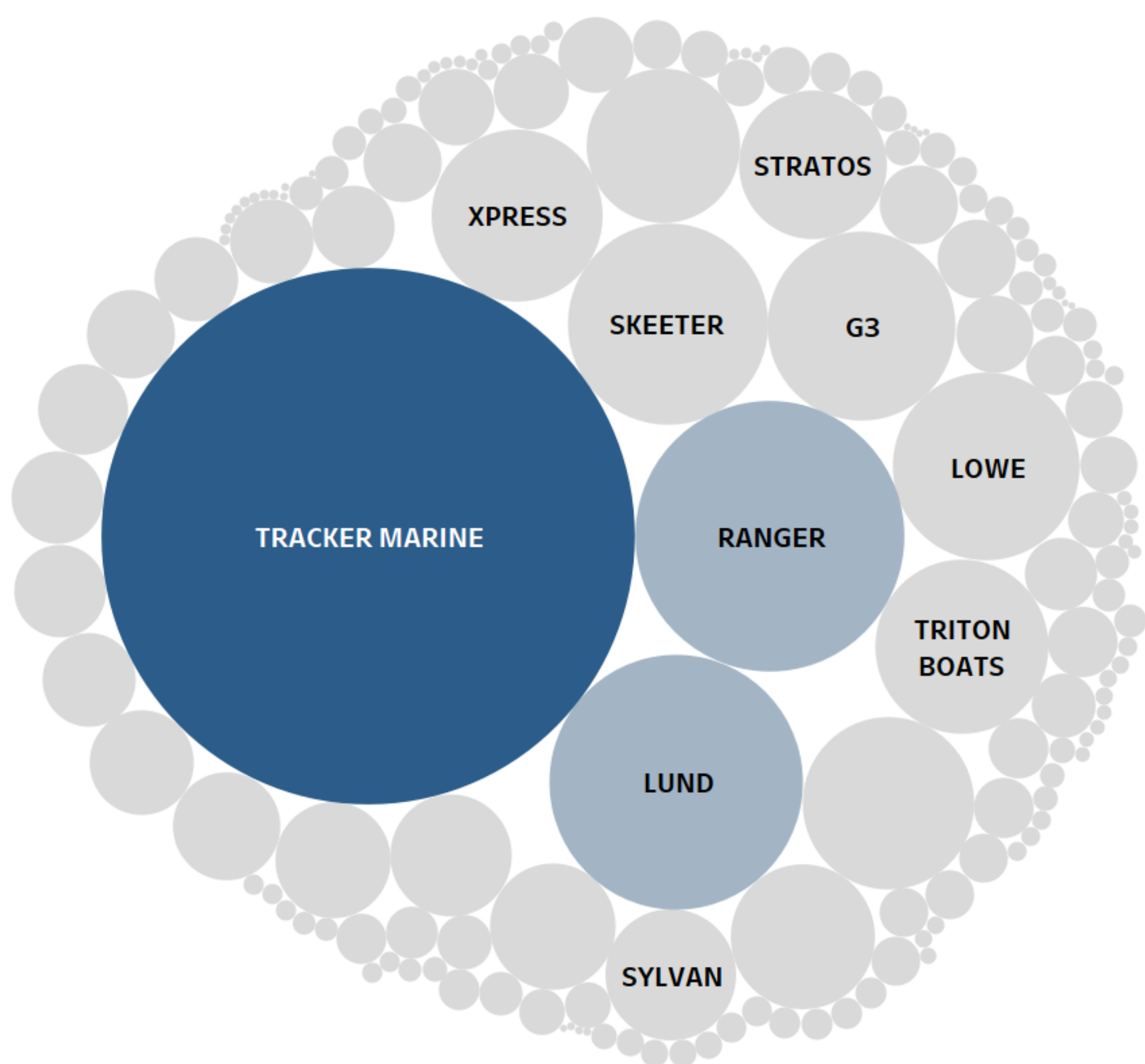
2019 Buyers

25 %

First-time Boat Buyers

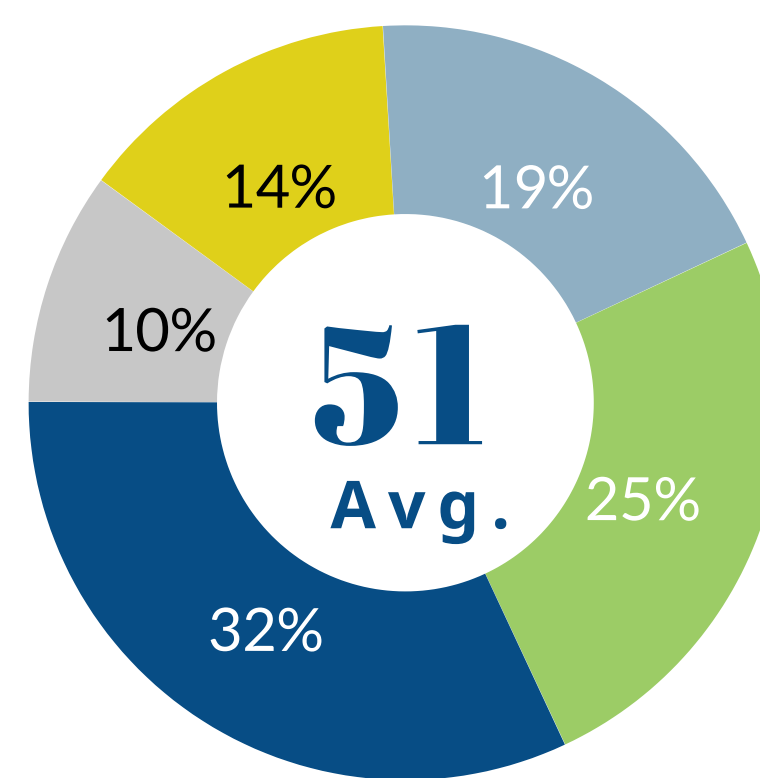
34 %

Own More Than One Boat



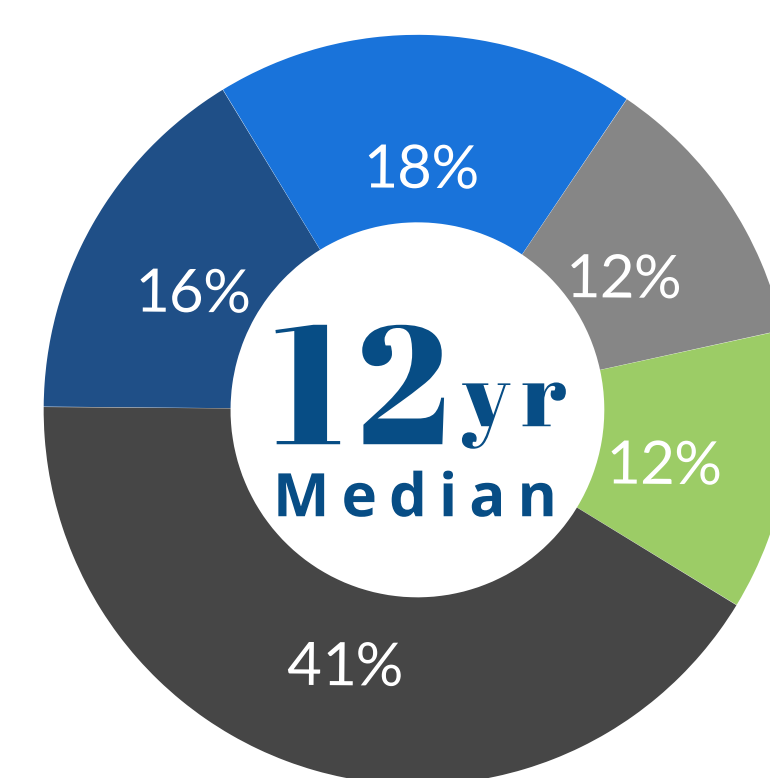
BRANDS purchased - New & Pre-owned

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