



PROMOTE. PROTECT.

NMMA is dedicated to advocating for and promoting the strength of marine manufacturing, the sales and service networks of its members, and the boating lifestyle.



/ WHY NMMA EXISTS?

The National Marine Manufacturers Association (NMMA) 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.

NMMA brings together the recreational marine industry to do what no single company can do on its own: Promote and protect recreational boating.

NMMA is a unifying force and powerful voice, bringing the industry together to strengthen and grow boating, advocate for the interests of our member companies, and promote domestic and international sales and marketing opportunities.

As a non-profit 501(c)(6), NMMA reinvests all of its revenue in the recreational boating industry. No other local, state or national organization provides more for the long term success of the industry and your business.

NMMA serves its members by:

- Attracting the next generation of boat owners and maintaining a positive reputation for recreational boating
- Preventing and reducing unnecessary government regulations
- Consulting with manufacturers to build safer products and create safer work environments
- Connecting the industry with the boating consumer year-round as the largest producer of boat and sport shows
- Providing sound market research and data to help members make informed business decisions
- Working together with the outdoor community to promote the economic and social value of outdoor recreation
- Representing the North American recreational marine industry on national and international advisory boards and standards organizations

/ PROTECTING MARINE BUSINESSES

**The voice of recreational boating in Washington, D.C.
and throughout the 50 states.**

NMMA is dedicated to advocating for and protecting the rights of the recreational boating industry and our boating customers. Working with the White House, federal agencies, Capitol Hill and state capitals throughout the United States, NMMA is the voice of recreational boating when it matters most.



Federal Government Relations

Hundreds of laws are introduced each Congress with the potential to impact marine manufacturers and boaters. Through the bipartisan and bicameral Congressional Boating Caucus, NMMA has engaged more than 115 members of Congress as pro-boating supporters, educating them on the importance of the boating industry, and working with them to support legislative initiatives that create a healthy environment for marine manufacturing.

NMMA is protecting our industry by:

- Advocating against more than 10 percent of ethanol in the U.S. fuel supply
- Protecting and growing recreational fishing
- Ensuring access to our nation's waterways for boaters and anglers
- Creating smart tax reform that protects small businesses and boaters
- Building trade policy that supports marine manufacturers
- Developing a stronger workforce for marine manufacturers and dealers
- Improving infrastructure across the waterways and roads used by millions of U.S. boaters and thousands of marine businesses

Each year, NMMA hosts the **American Boating Congress (ABC)** in Washington, D.C., taking advocacy to the doorstep of our nation's capital, as members are educated on our issues and communicate directly with key decision makers.

Securing a Seat at the Table

In legislative and regulatory matters, if you are not at the table, you're on the menu! NMMA is committed to being at the table to help its members understand, react, and comply with environmental health and safety rules. The NMMA team represents recreational boat builders and marine engine and accessory manufacturers in rulemaking negotiations with the Environmental Protection Agency, Occupational Safety and Health Administration, U.S. Coast Guard, National Highway Traffic Safety Administration, and other federal regulatory agencies. In addition, NMMA maintains a strong relationship with the California Air Resources Board and regularly monitors, advises, and responds to their rulemaking actions.

The Industry's Eyes & Ears in Every State

NMMA is the eyes and ears on the ground, monitoring legislation and regulation across all fifty states. Reviewing thousands of bills per year, NMMA protects recreational boating on issues such as taxes, boating safety, boating access and infrastructure funding, boat titling and registration, and ethanol.

BoatPAC & Boating United

While NMMA advocates on behalf of the industry, the strongest voice on Capitol Hill is from constituents.

BoatPAC is the political action committee of the NMMA, the Marine Retailers Association of the Americas (MRAA) and the Association of Marina Industries (AMI). The bipartisan BoatPAC promotes the business interests of the recreational boating industry and supports the election of candidates to Congress who are advocates for recreational boating. Contributions to BoatPAC are voluntary and come from NMMA members, employees of NMMA, MRAA and AMI members. To learn about BoatPAC, sign a Prior Approval form at **BoatPAC.org**

Boating United allows recreational marine stakeholders to be informed on the hottest issues under consideration and to communicate directly with members of Congress and state legislatures on issues critical to marine businesses. Sign up your entire management team at **BoatingUnited.com**

Learn more about NMMA's advocacy efforts at **nmma.org/government**

/ THE BEST BOATING EXPERIENCE IS A SAFE ONE

Dedication to product safety and quality assurance are two of the strongest values among NMMA members. That is why NMMA's boat, yacht and trailer manufacturing members do more than meet minimum regulations—they go above and beyond to achieve the elite status of NMMA Certified.

NMMA Certification: Tested. Inspected. Respected.

NMMA Certification assists member manufacturers in providing their customers safer products and an improved boating experience by ensuring compliance to voluntary industry standards that go above those required by law. NMMA Certified boats, yachts, personal watercraft and boat trailers undergo thorough annual inspections to verify design and testing requirements meet the latest industry standards. NMMA also certifies 2-stroke and 4-stroke marine oils, which undergo rigorous testing to ensure product performance. To assist manufacturers in product compliance, NMMA offers a variety of warning labels and risk management brochures.

Technical Representation & Support

NMMA represents the interests of members in creating domestic and international standards and regulations to ensure boating safety requirements are both practical and reasonable. NMMA provides year-round one-on-one technical support on the use, application and interpretation of standards and regulations. Our monthly Compliance Bulletin newsletter delivers the latest news on domestic and international technical issues and interpretations so members can ensure they're compliant.

Technical Education

Building safer products starts with those who design, engineer and build boats and yachts. NMMA's Annual Engineering Compliance Seminar is a three-day in-depth training program to educate manufacturers on the standards and technical requirements for the upcoming model year NMMA Certification program. NMMA also develops exams to test the technical proficiency of marine engineers and awards the annual status of Compliance Specialist.

International Compliance & CE Certification

Products exported from the U.S. must meet laws and requirements of their destination. NMMA's relationships with various governmental agencies and regulatory bodies across the world help manufacturers navigate complexities of international compliance. Boats sold in the European Union are required to be CE Certified and NMMA's partnerships allow manufacturers to undergo a single inspection visit for both NMMA and CE Certification. NMMA also produces the annual International Certification & Compliance Seminar, a two-day training session on navigating the requirements and complex processes of exporting overseas, and has staff representation in Canada working to ease technical requirements for trade across North America.

Learn more at nmma.org/certification

85%
of the new boats
sold in the U.S. are
NMMA Certified.





/ TIMELY DATA & INSIGHTS TO GUIDE DECISION MAKING

NMMA's Industry Statistics and Research offers reliable market intelligence so industry stakeholders can:

- ✓ Navigate trends and understand what marine products are selling
- ✓ Analyze the competitive landscape
- ✓ Gain insights on how the economy is impacting the recreational boating market
- ✓ Make informed decisions based on facts
- ✓ Create compelling custom presentations and materials that tell an impactful and accurate story

Key Reports & Publications

NMMA.org is the industry's premier data dashboard, providing a search enabled database of more than 1,400 reports that can be accessed immediately. Key reports and publications available from NMMA include:

U.S. Recreational Boating Statistical Abstract: A comprehensive summary of statistics on the recreational boating industry in the U.S. including boat registrations, boat engine and accessory sales, expenditures, and the retail and pre-owned markets.

The abstract also features an in-depth look at the import/export marketplace focusing on product categories, trade partners, and regional analysis.

Canadian Recreational Boating Statistical Abstract: The most complete collection of facts and figures available for the marine industry in Canada.

Economic Impact Infographics by State: NMMA's economic infographics illustrate the economic impact of recreational boating in each state, and nationally, to educate the public and key decision makers.

Industry Data Dashboard: This monthly interactive report provides a snapshot of the boating market and economic trends including analyses, trend charts, and data tables on boat and economic indicators.

MSR/Monthly Shipment Report: A monthly report that tracks industry wholesale shipments of outboard motors and boats, sterndrive and inboard motors and boats, personal watercraft, jet drive boats, inflatable boats, and boat trailers. The report includes current month, year-to-date, and prior year comparisons of unit shipments and factory value by hull material, length, and type of boat.

New Powerboat Registration Data: U.S. boat retail unit sales data, updated monthly, by type, propulsion, material and size, based on new boat registrations. National summaries include five years of history and rolling three-month and rolling 12-month totals.

Boating Participation Study: Examines recreational boating participation rates in the U.S. including time spent boating; estimates of first time, active, and lapsed boaters; demographic profiles; and more.

Visit nmma.org/statistics to learn more.



95%
of boats on the water (powerboats, personal watercraft, and sailboats) in the U.S. are less than 26 feet in length—can be trailered by a vehicle to local waterways.



72%
of boat owners have a household income of less than \$100,000.



More than
600,000
people attend NMMA boat
and sport shows every year.



/ CONNECTING THE INDUSTRY WITH THE BOATING CONSUMER

NMMA Boat & Sport Shows

NMMA produces consumer boat and sport shows in key U.S. boating markets. An ideal partnership of sales and marketing, shows engage the public and provide the industry with quality sales and marketing venues, working to grow the industry and expand the marketplace.

As consumer events, shows offer a low barrier, entertaining way for people to learn about boating and outdoor recreation while shopping the latest marine and outdoor products. NMMA's shows deliver the kind of experiences consumers expect—from DIY seminars to social gatherings to on-water demonstrations.

As sales events, shows offer manufacturers and dealers a way to connect with motivated consumers, generate leads, market and sell products. Exhibiting also raises brand recognition among key customers. Shows are the ideal venue to make a splash with a product launch or introduce new technology, delivering exposure to a highly-targeted audience of boating and outdoor enthusiasts and widespread media attention.

NMMA invests millions of dollars in its show marketing efforts, putting positive messages about boating in the public eye and in front of millions of consumers every year.

NMMA shows support state Marine Trade Associations (MTAs) in many markets, enabling MTAs to promote boating in their state and participate in advocacy and legislative efforts.

Show revenue is reinvested in each show, as well as other NMMA programs and activities that benefit the industry.

For a complete listing of NMMA shows visit [boatshows.com](https://www.boatshows.com)



/ TRADE EVENTS

NMMA trade events help members generate sales, reach new markets and improve marine products through new technology and education.

The **International Boatbuilders' Exhibition & Conference (IBEX)** is the largest technical marine event in the world. Owned and produced by NMMA and RAI Amsterdam, the annual trade-only show is a forum for the marine industry to conduct business, share ideas and accelerate new product development. The IBEX seminar series offers technical education, training and demonstrations.

Learn more at ibexshow.com

ICAST, the **International Convention of Allied Sportfishing Trades**, is the cornerstone of the sportfishing industry and a showcase for the latest innovations in tackle, gear and accessories. ICAST is produced by the American Sportfishing Association (ASA).

NMMA produces a **Marine Accessories Pavilion at ICAST** to help its members reach buyers, dealers and distributors in search of marine aftermarket accessories.

Learn more about the Marine Accessories Pavilion at nmma.org/shows/icast-pavilion

METSTRADE is the world's largest B2B recreational marine equipment show with more than 15,000 attendees and 1,400 exhibitors. Held annually each November in the Netherlands, METSTRADE is owned and produced by RAI Amsterdam. NMMA produces a USA Pavilion at METSTRADE to help members find export success in the global recreational marine industry.

Learn more about the NMMA USA Pavilion at nmma.org/international/shows



/ CONTINUOUS IMPROVEMENT DRIVES BOATER SATISFACTION

Measuring the satisfaction levels of new boat and engine owners provides manufacturers with critical information that helps improve and enhance products as well as the overall boat ownership experience of their customers. Distinguishing those manufacturers who excel in customer satisfaction helps boat owners and buyers identify brands whose customers recognize them for excellence in customer satisfaction.

The **Marine Industry Customer Satisfaction Index (CSI)** program provides uniform and cost-effective means to measure customers' satisfaction with new boats and engines. It enables participating manufacturers to gauge customer satisfaction with their products and the sales and service performance of their dealers.

Marine Industry CSI program participants conduct two customer satisfaction surveys with new boat and engine customers during the first year of ownership to measure how happy they are with their ownership experience.

Each year the Marine Industry CSI Awards program honors participating manufacturers and their boat dealers that actively measure customer satisfaction of new boat or engine purchasers and pursue continuous improvement to better serve the consumer. Award recipients achieve and maintain an independently measured standard of excellence of 90 percent or higher in initial customer satisfaction over an annual award period.

Learn more at boatsatisfaction.com



/ MAINTAINING A POSITIVE REPUTATION FOR BOATING

NMMA provides a consistent voice on behalf of its members and the industry—reaching media, elected officials, decision makers in business, boating consumers and stakeholders with the right message, at the right time, and addressing the industry’s challenges and opportunities head on.

Crisis & Issues Management

NMMA helps the industry successfully navigate its most profound challenges with strategic communications that prepare and protect recreational boating businesses and the industry at-large when communicating with the media, their local community or the boating public.

Reputation Management

By owning the message and getting in front of the news media, NMMA positions boating among key decision makers and the public as a positive force in our society and economy.

Public Affairs

NMMA engages elected officials and their constituents to ensure our industry’s voice is heard to help shape public policy that impacts boating.

Communicating with the Consumer

Consumer PR efforts focus on creating positive awareness that drives consumer interest in boating and encourages them to experience the boating lifestyle.

Member Communications

Member outreach ensures our members are in the know on what’s happening around the industry and how NMMA is working on their behalf. A key source of information for members and the broader industry is *NMMA Currents*, a daily e-newsletter containing relevant and timely news impacting boating.

International Outreach

Promoting U.S.-made recreational boating products internationally and helping attract an international audience to key U.S. recreational boating events helps drive demand for our industry around the globe.

Social Media & Influencer Relations

Directly engaging the consumer, industry, and influential decision makers through targeted conversations to tell our story, leaves a lasting positive impact and boosts boating’s reputation from the ground up.

Learn the latest industry news at nmma.org/press/latest-news





The U.S. represents nearly

55%

of global marine sales.

/ OPENING OVERSEAS MARKETS

With more than 95 percent of the world's consumers located outside the U.S., exporting creates opportunities for U.S. businesses to expand global sales and reach untapped markets, all while increasing the branding of U.S.-built products worldwide.

NMMA's Export Development identifies new and expanding overseas sales opportunities and helps facilitate participation in the global marketplace.

NMMA fosters global opportunities for U.S. member manufacturers including assisting with international compliance certification requirements and monitoring issues on free trade and unfair trade practices.

Exporter Education

Together with our strategic partners at the U.S. Department of Commerce, NMMA provides expert insight and offers webinars and seminars on numerous trade and exporting topics.

International Events

NMMA provides seamless turnkey exhibition and logistics management, and offers participation in U.S.A. Pavilions at international events, all while exploring new distribution partnerships and building U.S.-made brand awareness.

New Market Development

NMMA explores business opportunities in second tier markets through coordinated fact-finding missions, on-the-ground market research and a network of in-country contacts, all while identifying the market's business potential and key cultural differences.

Business-to-Business Connections

Leveraging our worldwide networks, NMMA connects U.S. marine manufacturers with international buyers seeking to source a particular product through NMMA's exclusive "Find A Supplier" campaign and inbound buying missions.

Learn more at nmma.org/international



Discover Boating

A core pillar of Grow Boating is the industry's North American consumer marketing campaign, Discover Boating, which helps attract the next generation of boat owners to ensure a future for recreational boating. Discover Boating is managed by NMMA staff with oversight from a board of directors appointed by NMMA and the Marine Retailers Association of the Americas. In Canada, Discover Boating is managed by NMMA and representatives from Canada's provincial marine trade associations.

Referrals Drive Growth

A critical benefit of Discover Boating is the significant amount of boat-shopping consumers it sends to contributing manufacturer brand websites, known as referrals. In fact, with an average of more than three million referrals sent annually, manufacturers often cite Discover Boating as one of their leading website traffic generators. Manufacturers who are marketing to these referrals are creating new customers.

Research

Helping the industry understand the next generation of boat owners, market to them, and adapt to their constantly evolving shopping and purchasing behaviors, is a cornerstone benefit of Discover Boating. Through in-depth research, such as "Tomorrow's boat owners—findings from landmark research on first-time boat buyers" and "Value of a web referral—turning browsers into buyers", Discover Boating provides priceless knowledge to help stakeholders make better business decisions.

Gain access to this research and additional resources at [GrowBoating.org](https://www.growboating.org)

To find out more, visit [DiscoverBoating.com](https://www.DiscoverBoating.com) or [DiscoverBoating.ca](https://www.DiscoverBoating.ca) or follow Discover Boating:

 [facebook.com/discoverboating](https://www.facebook.com/discoverboating)  [@discoverboating](https://twitter.com/discoverboating)  [@discoverboating](https://www.instagram.com/discoverboating)

/ ATTRACTING THE NEXT GENERATION OF BOAT OWNERS

For more than a decade, the recreational marine industry has come together as part of the Grow Boating Initiative to get more people on the water and grow the market for recreational boating.

First time boat buyers made up 32% of all buyers in 2017, down from 42% in 2000. The average age of a boat owner was 55 in 2017. The current population of millennials (adults ages 22–37), account for approximately 20% of the U.S. population. The size of this age group represents a huge opportunity for the marine industry to target first time boat buyers.



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