

MARINE ACCESSORIES & COMPONENTS DIVISION (MACD)

The National Marine Manufacturers Association (NMMA) is a unifying force and powerful voice for the recreational boating industry, working to strengthen and grow boating and shape public policy to protect the interests of NMMA'S 1,300 members.

NMMA's 600 MACD member companies produce 80% of the marine components, electronics, accessories and trailers used by boaters and anglers in the U.S. and Canada.

600
members

\$7.4 BILLION
spent on accessories & components per year

TAKE ACTION

Advance boating's legislative agenda and trade policy to policymakers, the media and the public.

- BoatPAC—Political action committee
- American Boating Congress (ABC)—legislative conference
- Boating United—boating, angling & outdoor recreation

\$170 BILLION

Annual economic impact

690,000

American jobs

STAY INFORMED

Use NMMA's Business Intelligence market research and industry data to make informed business decisions.

- FREE member access to publications which retail for \$10,000
- Sales data, boat registrations, wholesale shipments, etc.
- Analyze market trends and the competitive landscape

61% OF BOAT OWNERS

Have an annual household income of \$100K or less

95% OF BOATS

Are towable under 26ft

PROMOTE BOATING

Increase boating participation, connect with new demographics, and attract the next generation of boaters.

- DiscoverBoating.com engages more than 4 million visitors annually, connecting 1.5 million consumers directly with manufacturers, dealers, and boating resources.
- DiscoverBoating.com successfully engaged younger, more diverse audiences
 - o 145% increase in visitors ages 18–44
 - o 31% increase in female visitors

1.45 MILLION

New and pre-owned boats were sold in the U.S. in 2021.

GROW YOUR BUSINESS

Boat shows, industry trade events and resources help members sell more product and provide workforce benefits.

- 200,000+ visitors attend NMMA's 11 major market boat shows annually
- IBEX trade event connects OEM with boat builders
- Member only access to quality healthcare, 401k planning, B2B directories and product certification

Consumer spending on boats, accessories and services totaled

\$56.7 BILLION

Up 12.7% from 2021.

NMMA 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.

NMMA works on behalf of our members to help shape both state and federal public policy and to keep members educated about government decisions that can affect their businesses. NMMA staff advocate daily with members of Congress to address critical issues impacting marine manufacturers and consumers.

NMMA public outreach efforts focus on driving demand for recreational boating and positioning the industry for long-term growth. Discover Boating and our 11 boat shows deliver positive, engaging consumer experiences that connect with new, diverse demographics and first-time buyers to expand the market.

NMMA membership can give your business a clear advantage, connecting you with information, resources, programs and service vital to success in today's fast-paced, ever-changing global economy.

COST EFFECTIVE BENEFITS

- Member booth space discounts at select NMMA boat shows and International Boatbuilders' Exhibition and Conference (IBEX) as well as preferred member space allocation and recognition
- Free access to NMMA's Business Intelligence marine market research and publications including the *U.S. Recreational Boating Statistical Abstract*— the industry's most comprehensive summary of boating statistics, which retails for \$5,499
- Free NMMA boat show credentials for member staff (\$80 value each) with exclusive access two hours prior to show opening
- Significant discounted rates on UPS, rental cars, office supplies, printing services, utility contract analysis and more
- Discounts on NMMA advertising which reaches a highly targeted audience of industry stakeholders and decision makers

EXCLUSIVE MEMBERS ONLY RESOURCES

- Marine Industry Retirement Plan, a customizable multiple employer 401(k), provides flexible and competitive plan options while lowering administrative expenses and participant fees
- Access to quality, ACA-compliant healthcare through NMMA's partnership with the National Association of Manufacturers—NAM Healthcare is available to U.S. based manufacturing members with less than 99 employees
- Advocacy support from NMMA experts on regulatory policy and trade and tariff challenges, as well as timely economic news and compliance alerts to monitor the ever-changing business climate
- Member B2B Directory, a trade-only marketplace connecting buyers and suppliers with member-only access to sales contacts including email and phone
- Expert advice and technical support on manufacturing compliance standards and industry regulatory requirements

BENEFIT QUESTIONS | MEMBERS ONLY ACCESS | HOW TO GET INVOLVED:

Bryan Welsh
Director, Member Services
bwelsh@nmma.org
Direct: 312.946.6276

NMMA ACCOMPLISHMENTS, PRIORITIES AND RESOURCES

BUSINESS INTELLIGENCE

Provides critical analysis to shape NMMA's policy agenda and consultation to key agencies, including the USCG, EPA, NOAA, and Transport Canada.

Identify crucial data supporting NMMA's opposition to the potential state and federal regulatory challenges, new tax and retaliatory tariffs and wakesurfing restrictions.

Members have *complimentary, discounted, and exclusive* access to research publications which retail for more than \$10,000. Key reports include:

U.S. Recreational Boating Statistical Abstract—the marine industry's most comprehensive collection of boating statistics: retail sales trends for new and pre-owned boats and engines, import and export data, and boat registrations

Monthly Shipment Report—wholesale shipments analysis of outboard motors and boats, sterndrive and inboard motors and boats, PWC, jet drives, inflatable boats, and trailers.

Boat Shopping and Ownership Study—in-depth consumer study to identify challenges associated with boat shopping and ownership in a post-pandemic world.

Consumer Research—insight on the barriers and opportunities in attracting, engaging, and retaining potential boat owners across developing demographics.

NMMA INDUSTRY INITIATIVES ADVOCACY & MARKET EXPANSION

KEY 2022 ADVOCACY WINS

The 25% tariff imposed by the EU and UK in 2018 on American made boats was fully removed. Reopening these key markets was essential to preserving industry health.

Six harmful bills, which would have over-regulated wakesurfing and hindered fair boating access, were prevented at the state level while securing pro-boating access legislation in TN and SC.

\$54 billion secured in funding for domestic semiconductor manufacturing positioning marine manufacturers to deliver the products future consumers expect.

\$764 million secured for the Great Lakes Restoration Initiative, Everglades restoration, and National Marine Sanctuaries to preserve America's greatest treasures.

MARKET EXPANSION 2022 WINS

- Engaged prospective boaters with actionable resources, resulting in 4.1M site visits to DiscoverBoating.com and driving 1.5M referrals to boat manufacturer websites.
- Launched Dealer Finder tool which helps consumers search for—and connect with—more than 3,600 boat dealers across the country, making it easier to navigate boat buying.
- 2.3 million social media engagements and partnerships with 40 Instagram and TikTok influencers inspiring boating content to reach a young, more diverse audience.



CONSUMER & TRADE SHOWS

Boat shows drawing more than 250,000 qualified boaters and outdoor enthusiasts to the marine marketplace annually.

- Produced 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 of the Discover Boating brand.
- Successfully delivered the 30th anniversary IBEX in 2021, exceeding attendance goals with more than 560 exhibitors, 80 new exhibiting companies, and more than 3K visitors. (2022 IBEX cancelled due to Hurricane Ian).



2023 ADVOCACY PRIORITIES

- Next generation marine propulsion—establish an incentive structure that drives innovative manufacturing of next gen products, accelerates consumer adoption, etc.
- Access—ensure adequate, resilient, and modernized boating access infrastructure.
- Vessel Speed Restrictions—return NOAA speed thresholds using data-driven research that correspond to right whale migration patterns and forgo a blanket approach to establishing speed zones.
- Aquatic Invasive Species (AIS)—modernize and enhance how the federal government combats aquatic invasive species by considering the recommendations of the AIS task force.
- Proactively protect boating access and water sports across the country.
- Expand the number of states with a dedicated office of outdoor recreation (OREC).
- Monitor and defeat harmful legislation and regulations at every level of government.