

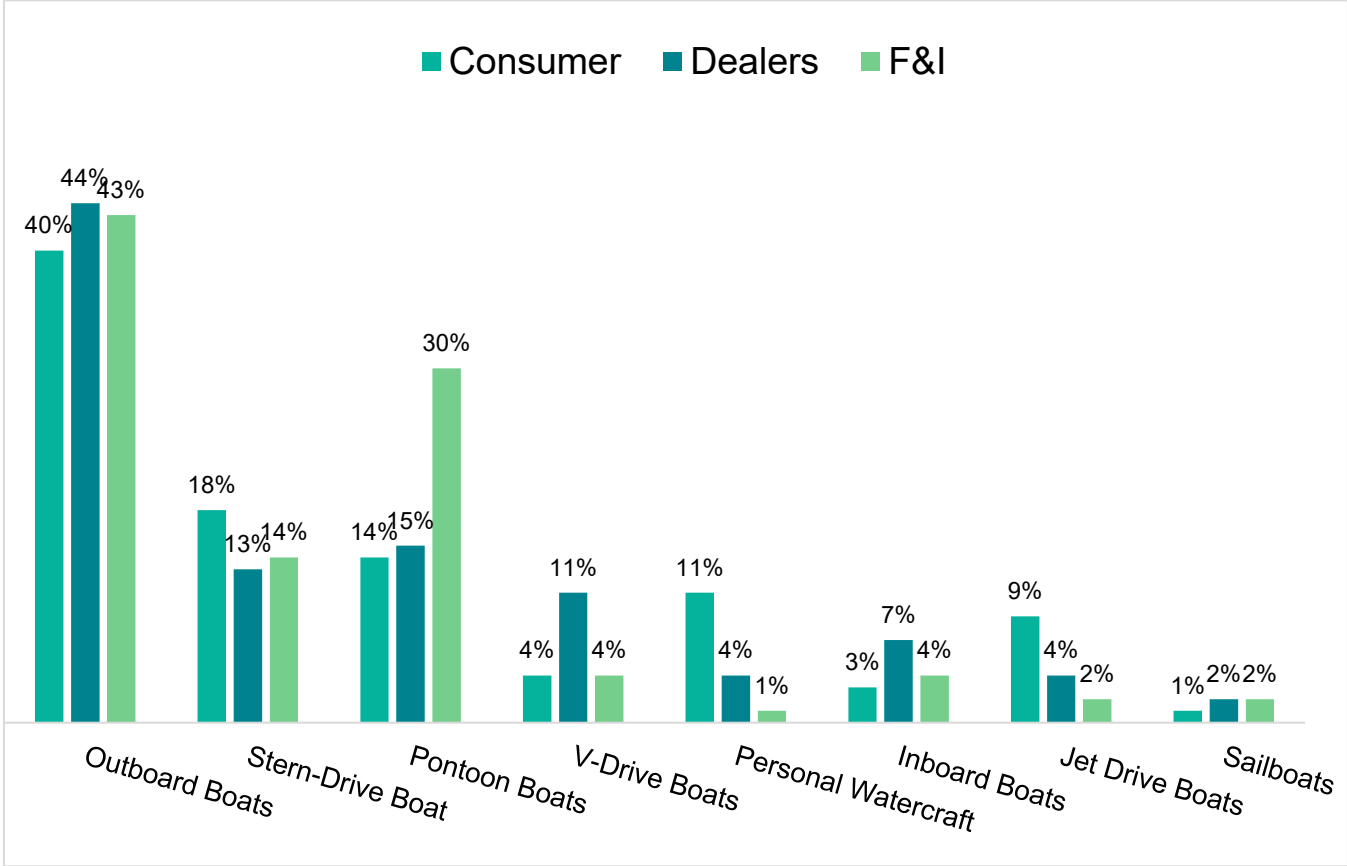


Specialty Vehicles Market Insights Report

Marine
2026 Q2

Segment Views by User Type

Outboard Boats were once again the most popular segment across all customer channels. Pontoon Boats continue to see very active F&I views, suggesting healthy closing activity in that segment.



2025 Q1-Q2 to 2026 Q1-Q2 Change in Share of Views			
Model Type	Consumer	Dealers	F&I
Outboard Boats	▲ 1%	▼ -1%	▼ -2%
Stern-Drive Boat	▼ -1%	▼ -3%	▼ -3%
Pontoon Boats	▲ 2%	▲ 1%	▲ 12%
V-Drive Boats	▬ 0%	▼ -1%	▬ 0%
Personal Watercraft	▬ 0%	▼ -1%	▼ -1%
Inboard Boats	▬ 0%	▲ 4%	▼ -2%
Jet Drive Boats	▼ -1%	▬ 0%	▼ -1%
Sailboats	▬ 0%	▲ 1%	▼ -2%

Year-Over-Year Change in Views

Lund Boat Co. saw a mild increase in Consumer interest in Q2 in the Outboard segment, while Carolina Skiff dipped. Crownline saw another uptick in F&I views in the Stern Drive segment.

Outboard Boats						
Manufacturer	Consumer		Dealers		F&I	
Tracker Marine	▲	1%	▼	-1%	▼	-2%
Ranger Boats	▬	0%	▬	0%	▬	0%
Skeeter Products	▬	0%	▼	-1%	▬	0%
Lund Boat Co	▲	4%	▲	1%	▲	2%
Boston Whaler Inc	▼	-1%	▼	-1%	▲	1%
Carolina Skiff	▼	-4%	▼	-1%	▼	-3%
Sea Hunt	▬	0%	▲	3%	▼	-1%
Lowe Ind	▲	1%	▬	0%	▲	2%

Stern Drive Boats						
Manufacturer	Consumer		Dealers		F&I	
Sea Ray Boats	▼	-1%	▼	-2%	▼	-4%
Chaparral Boats	▲	1%	▲	1%	▲	1%
Cobalt Boats	▲	1%	▲	1%	▼	-1%
Bayliner Marine Corp	▼	-1%	▼	-1%	▼	-3%
Regal Marine	▬	0%	▲	1%	▲	1%
Crownline Boats	▲	1%	▬	0%	▲	6%
Four Winns	▬	0%	▬	0%	▼	-1%
Monterey Boats	▬	0%	▬	0%	▲	1%

Year-Over-Year Change in Views

Bennington was once again the clear standout in F&I views, despite relative weakness in the Consumer and Dealer channels.

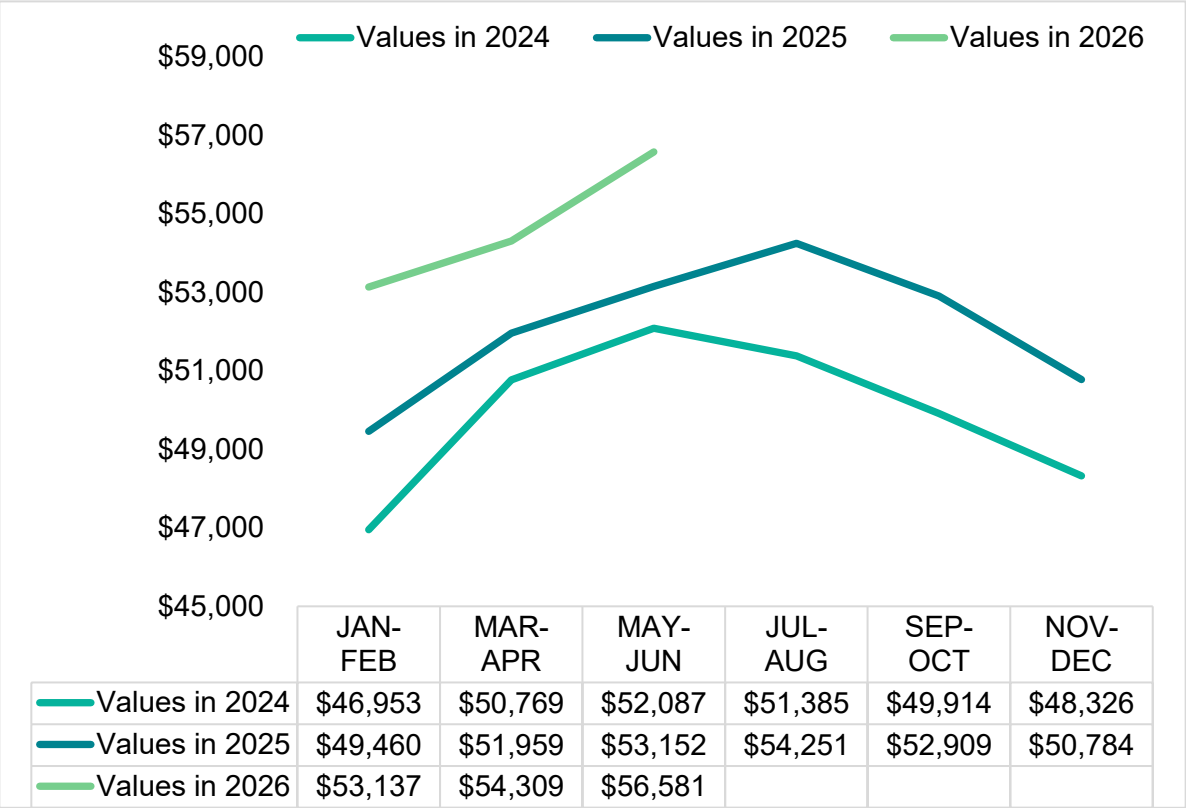
Pontoon Boats					
Manufacturer	Consumer		Dealers		F&I
Bennington Pontoons		-2%		-4%	 15%
Tracker Marine		-1%		1%	 -5%
Godfrey Pontoon Boats		1%		0%	 -1%
Avalon		1%		0%	 0%
Harris		0%		1%	 0%
Sylvan Ind		0%		0%	 5%
Crest Pontoons		0%		1%	 -5%
Manitou Pontoon		0%		1%	 -9%

V-Drive Boats					
Manufacturer	Consumer		Dealers		F&I
Malibu Boats		0%		-1%	-5%
MasterCraft Boat Co		0%		0%	1%
Nautique Boat Company, Inc.		-1%		0%	-1%
Tige' Boats Inc		0%		0%	2%
Axis Wake Research		0%		1%	2%
Moomba		-2%		-1%	-1%
Supra		1%		0%	2%
Centurion Boats		1%		1%	0%

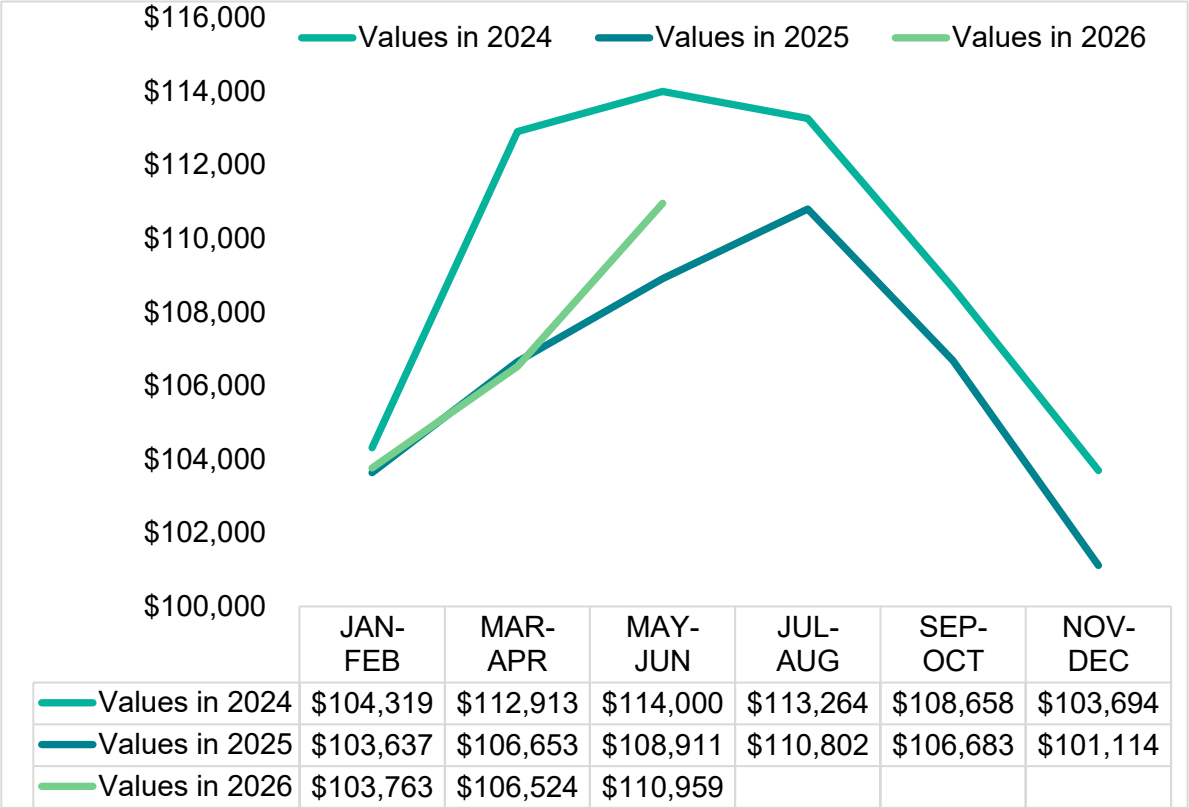
Average Retail Value by Category – Last 10 Model Years

Outboard Boats continue to perform strongly relative to the past two years, while Stern Drive values are splitting the difference between 2025 and 2024.

Outboard Boats



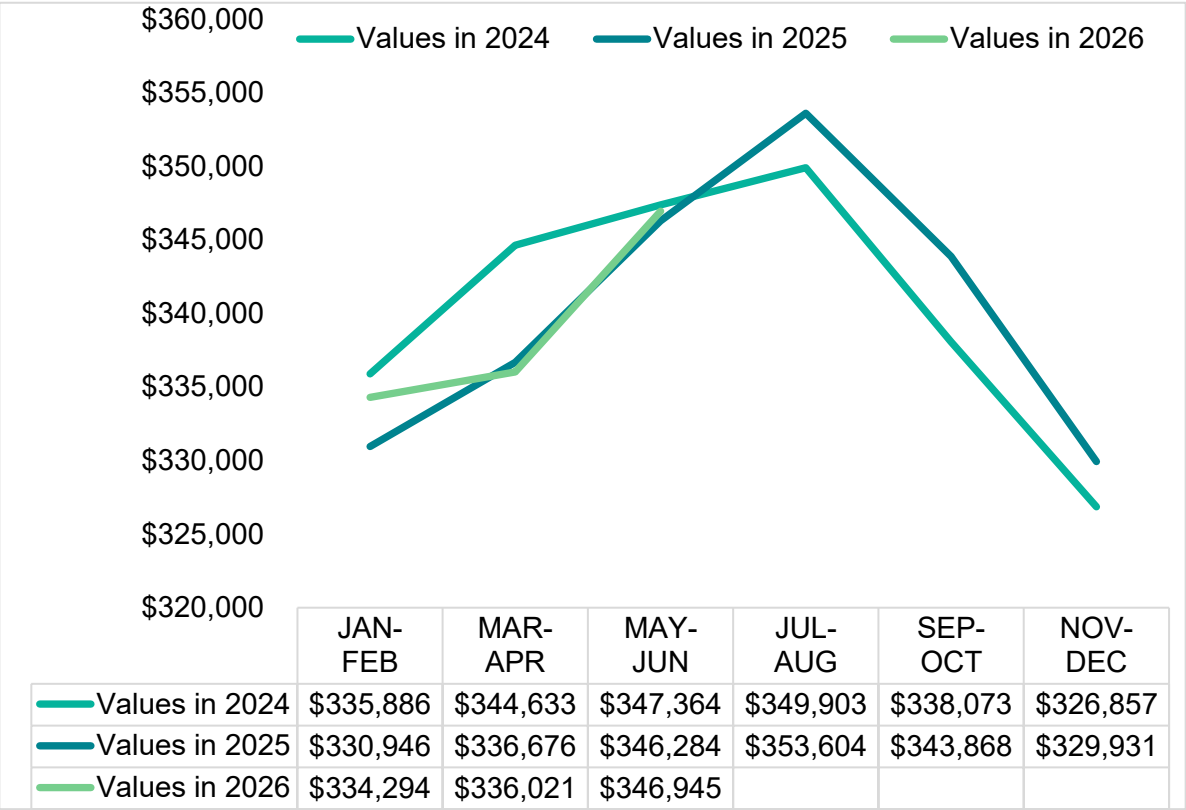
Stern-Drive Boats



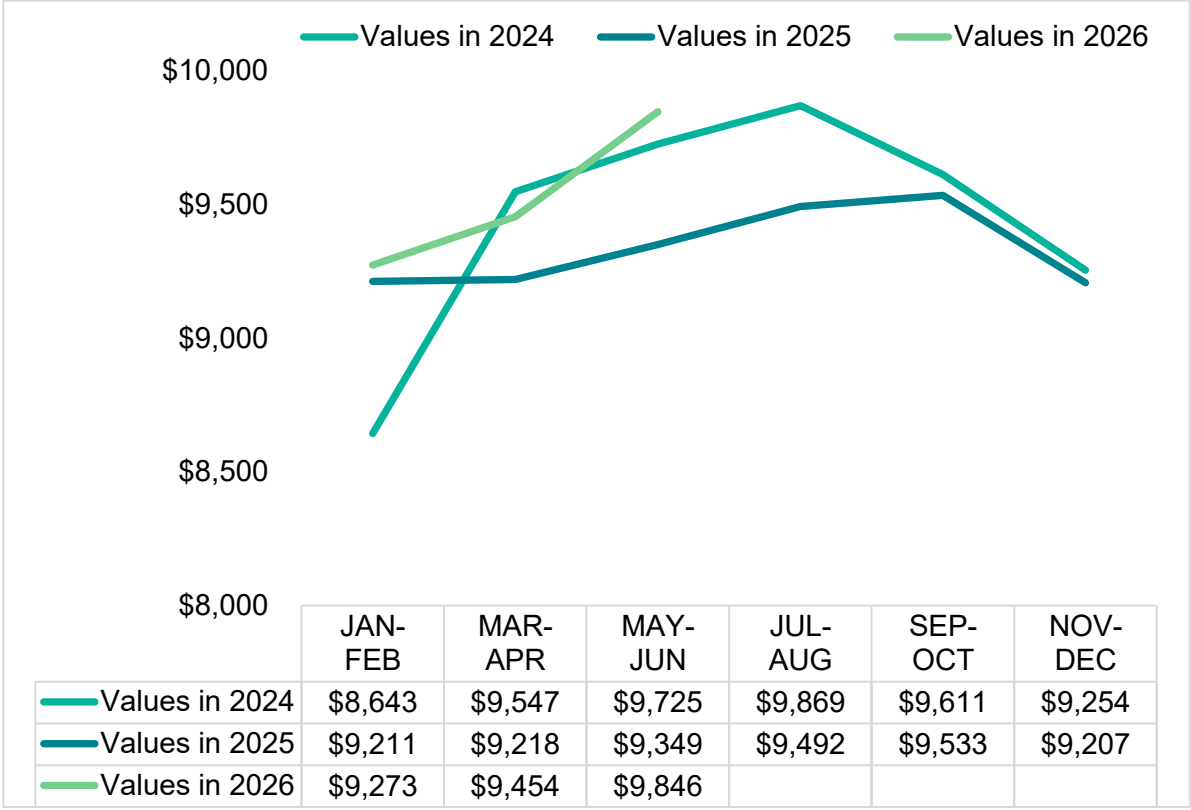
Average Retail Value by Category – Last 10 Model Years

Inboard values are currently essentially equal to 2025 and 2024. Personal Watercraft values are now stronger than the previous two years.

Inboard Boats



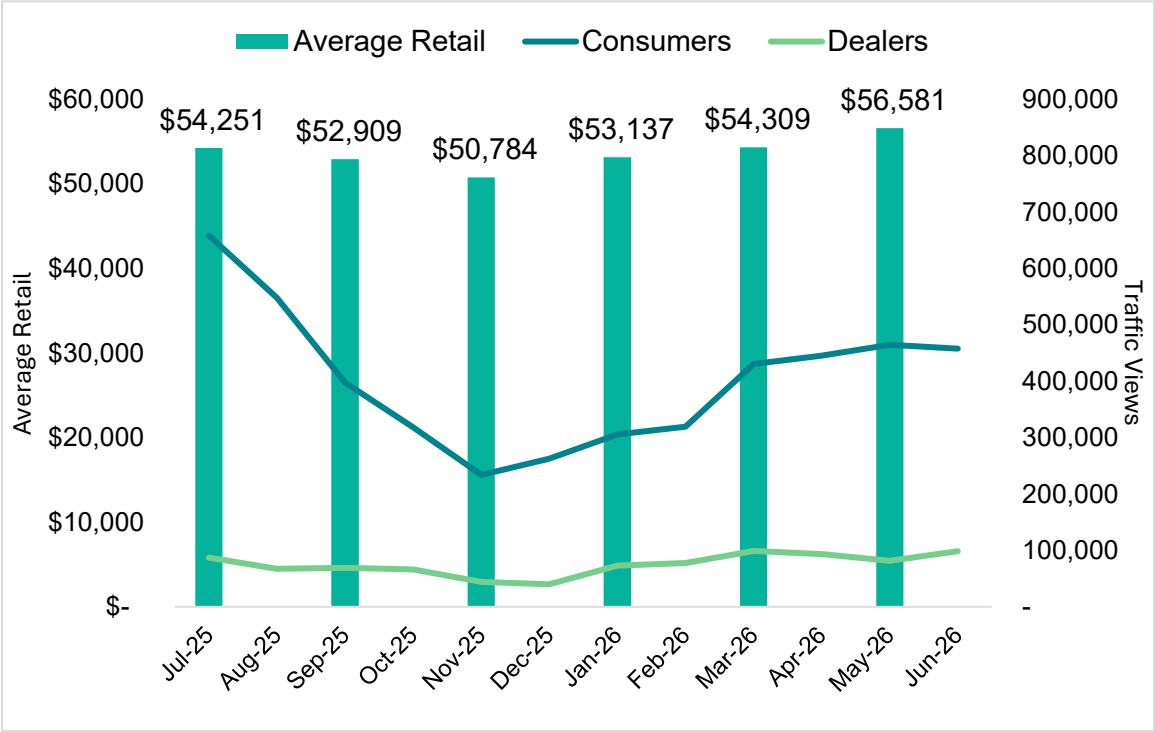
Personal Watercraft



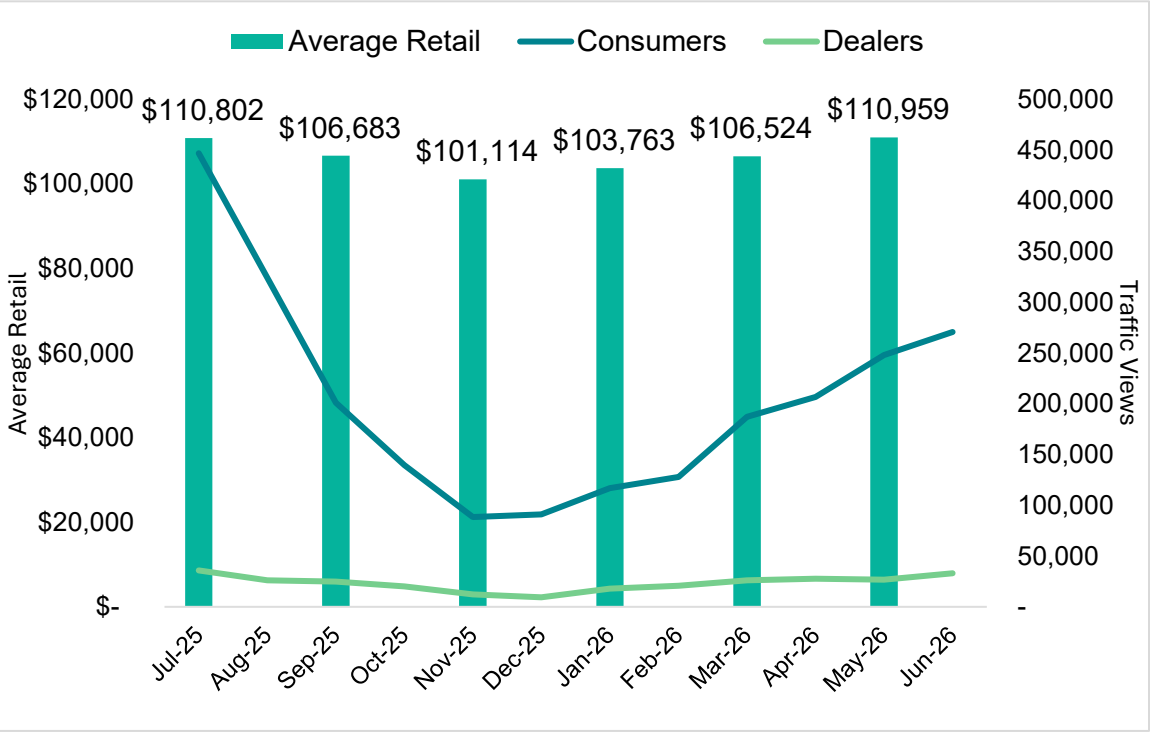
Values vs. Traffic

Outboards and Stern Drives saw increased seasonal activity in the first half of 2026, but Consumer views are running moderately behind 2025 in the Stern Drive segment.

Outboard Boats



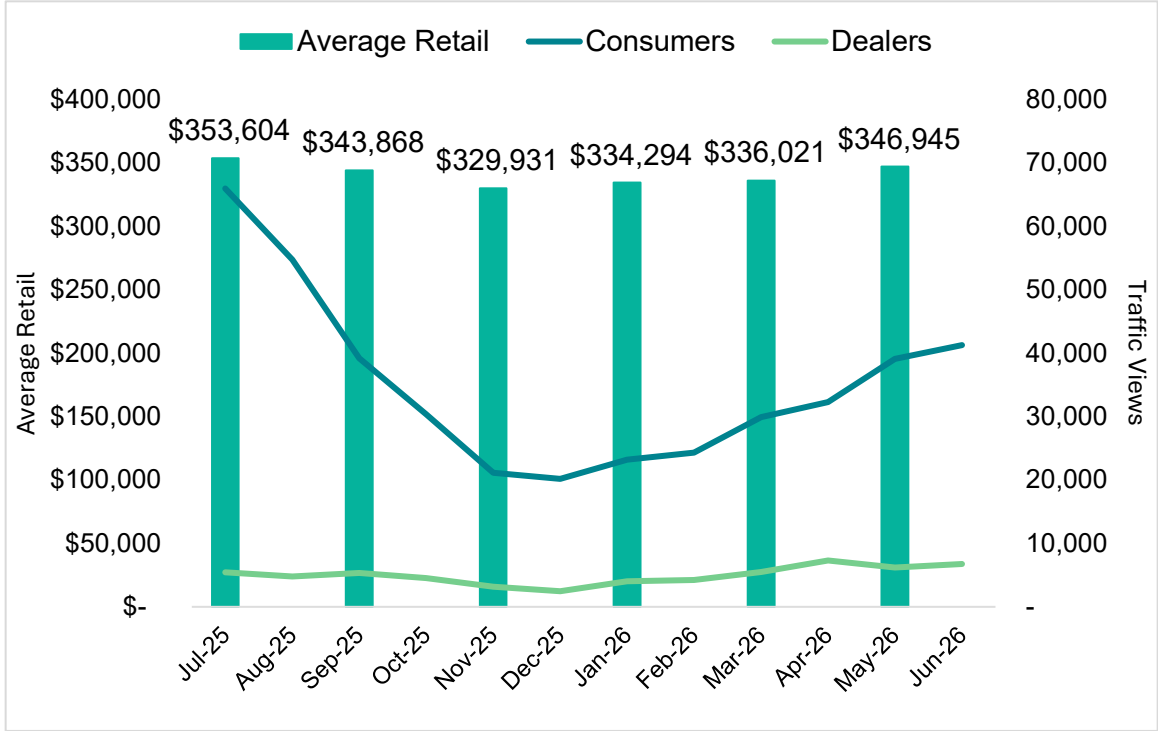
Stern-Drive Boats



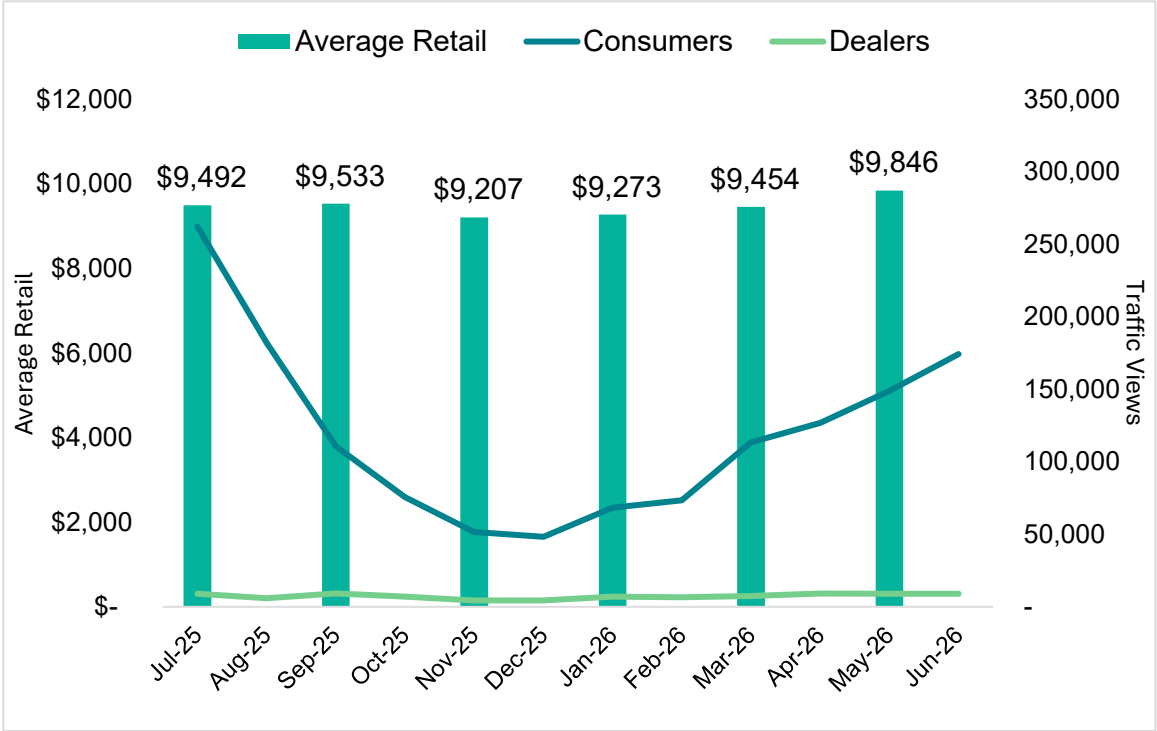
Values vs. Traffic

Seasonal activity was pronounced in the Inboard and Personal Watercraft segments. Dealer activity in the Inboard segment is running slightly higher than 2025.

Inboard Boats

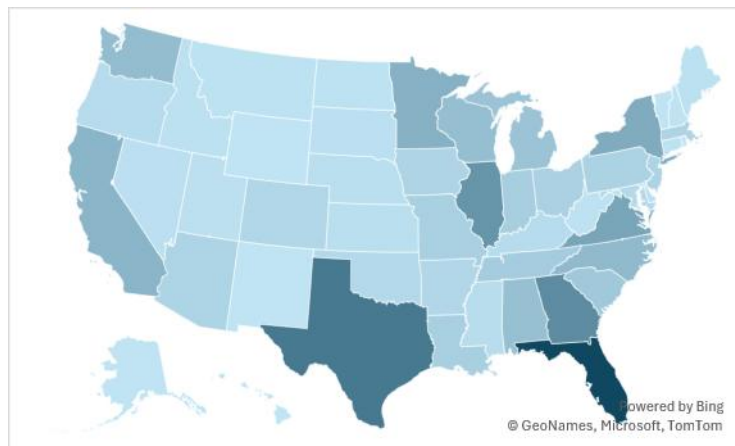


Personal Watercraft

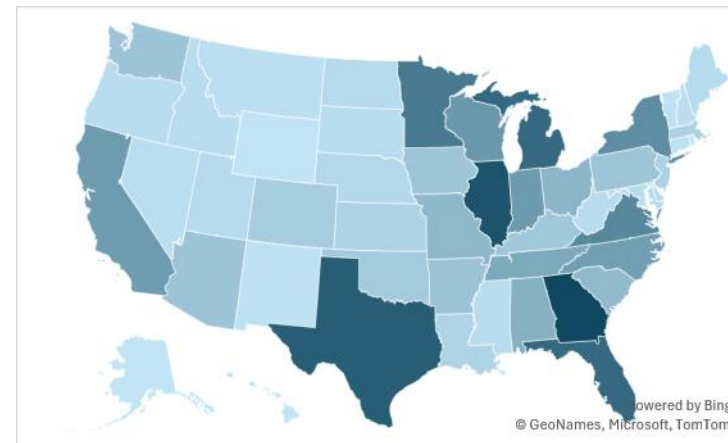


Views by Region

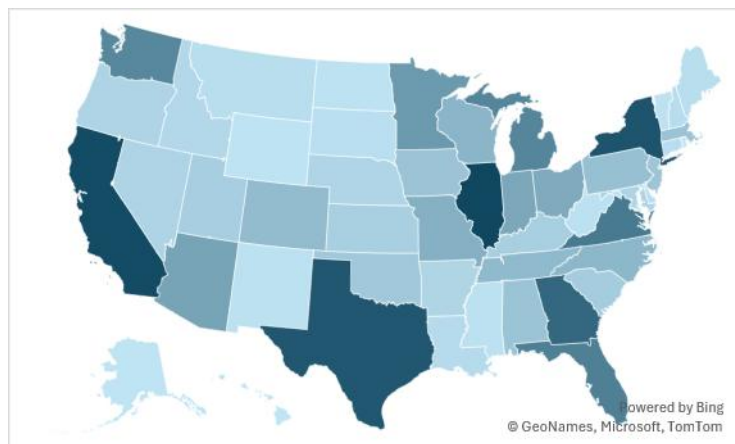
Outboard Boats



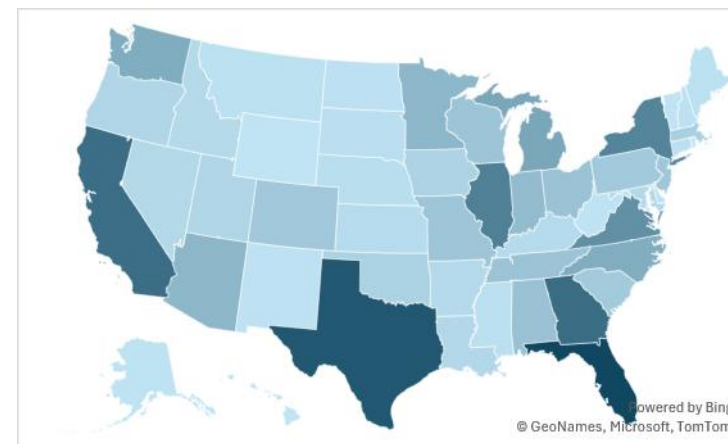
Pontoons



Stern-Drive Boats

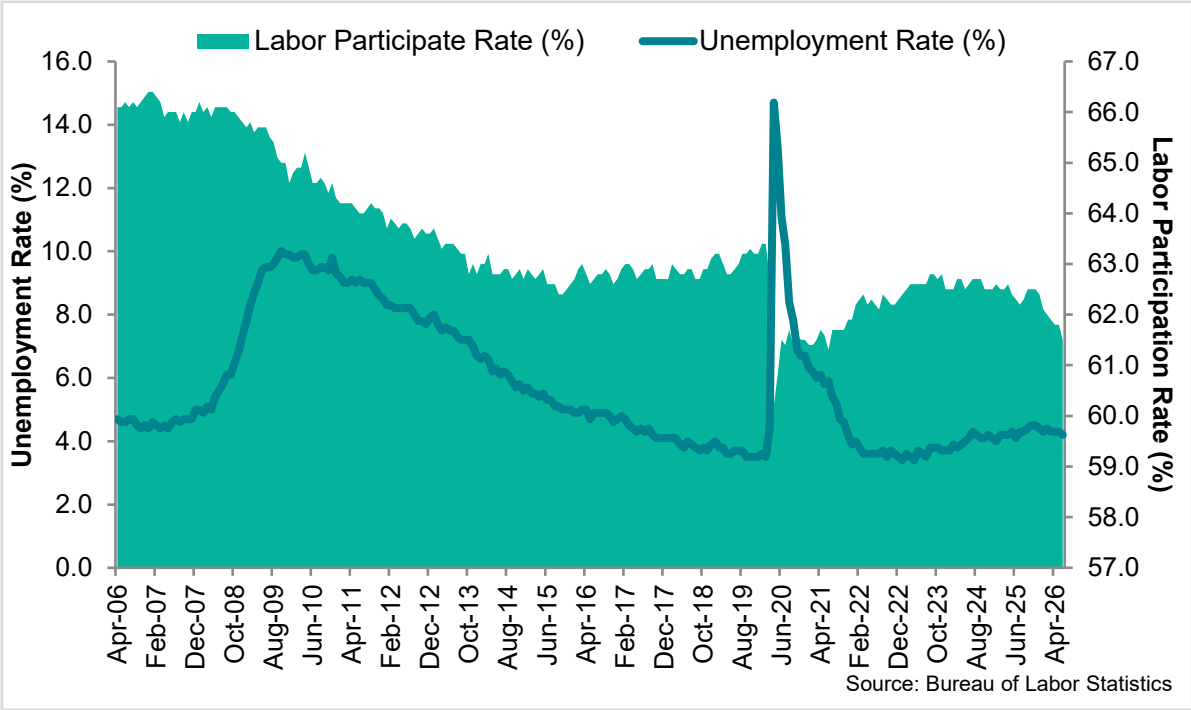


Jet-Drive Boats and PWC



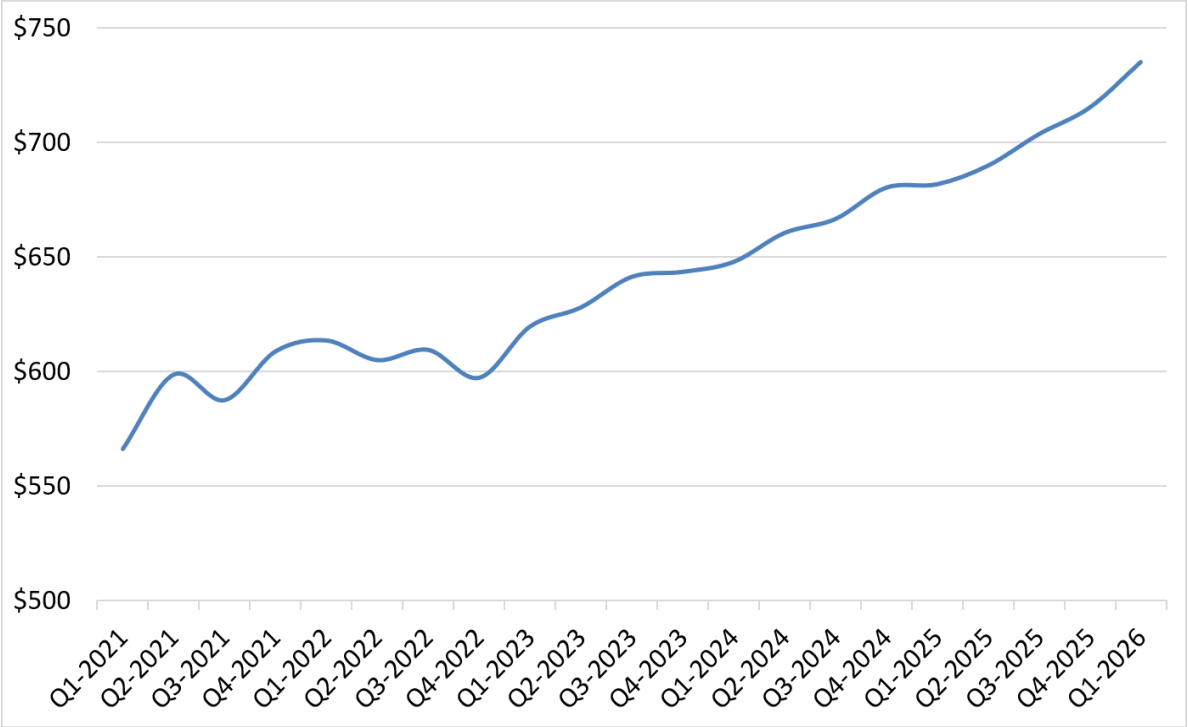
Economic Data

Unemployment and Labor Participation



Source: Bureau of Labor Statistics (BLS) (www.bea.gov)

Consumer Spending on Recreational Goods and Vehicles



Source: "Real Personal Consumption Expenditures by Major Type of Product" (billions of Dollars)
Bureau of Labor Statistics (BLS) (www.bea.gov)



Key Takeaways

- The Marine market remains fundamentally healthy in early Q3 2026. Demand is being led by Outboard Boats, while Pontoon Boats are generating the strongest purchase conversions.
- Like Q1, Outboard Boats are the dominant segment across Consumers, Dealers, and F&I users. This activity indicates broad market strength for the segment.
- Pontoon Boats show the strongest intent to purchase. Consumer research is moderate while F&I activity is exceptionally high, suggesting many shoppers are progressing toward transactions.
- Personal Watercraft values and dealer activity have strengthened, outperforming the prior two years and reflecting a healthy seasonal demand.
- Traffic remains active but consumers are more selective. Research activity is generally below 2025 levels in some segments, yet values have remained stable or increased. This suggests that financially qualified buyers are still buying.
- Marine values remain stable to increasing across most segments, supported by selective but financially capable buyers and a generally favorable economic environment.

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A white sailboat with two sails is on a calm blue lake. The sky is a clear, deep blue. In the background, there are low, dark hills or mountains. The water reflects the sky and the boat.

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