

Top Makes Ranked by 2010 Year-to-Date Retail Sales

Area:National

Segment:All Aluminum Boats

Rank	Make Name	4th Quarter 2010			2010 Year-to-Date		
		Retail Sales	Market Share	Unit % Change	Retail Sales	Market Share	Unit % Change
1	Tracker	1,431	21.7	22.2	17,446	23.1	13.1
2	Alumacraft	694	10.5	8.4	7,071	9.4	-9.3
3	Lowe	422	6.4	13.7	4,373	5.8	-18.2
4	G3	441	6.7	-12.0	4,232	5.6	-6.9
5	Bennington	213	3.2	25.3	3,633	4.8	23.7
6	Lund	201	3.0	6.3	3,101	4.1	0.3
7	Godfrey	120	1.8	-10.4	2,601	3.4	0.2
8	Crestliner	135	2.0	-20.6	2,438	3.2	10.9
9	Xpress	204	3.1	-6.8	1,719	2.3	9.7
10	Forest River Marine	70	1.1	-6.7	1,555	2.1	57.7
11	Avalon/Tahoe Pontoons	67	1.0	31.4	1,501	2.0	20.8
12	Premier Marine	52	0.8	-21.2	1,399	1.9	-7.4
13	Triton(Alu)	131	2.0	-21.6	1,137	1.5	-21.6
14	War Eagle	210	3.2	-18.0	1,104	1.5	5.5
15	Bentley	65	1.0	75.7	1,034	1.4	9.9
16	Sylvan	38	0.6	8.6	965	1.3	-4.7
17	Starcraft	44	0.7	-8.3	931	1.2	-20.0
18	Sunchaser	31	0.5	-22.5	875	1.2	-14.0
19	Harris Flote-Bote	41	0.6	5.1	865	1.1	29.1
20	SmokerCraft	50	0.8	-26.5	865	1.1	-28.3
21	SeaArk	128	1.9	1.6	858	1.1	4.0
22	Weldbilt	155	2.3	3.3	792	1.1	-7.3
23	Misty Harbor	29	0.4	20.8	715	0.9	25.4
24	Alweld	131	2.0	7.4	698	0.9	4.6
25	Polar Kraft	55	0.8	-8.3	649	0.9	-17.0
26	Manitou	24	0.4	-29.4	610	0.8	5.2
27	Crest	29	0.4	-32.6	554	0.7	-32.8
28	Gillgetter	18	0.3	63.6	480	0.6	42.0
29	Cypress Cay	21	0.3	61.5	470	0.6	19.0
30	MirroCraft	15	0.2	-48.3	450	0.6	-1.1
31	Fisher	25	0.4	-69.9	433	0.6	-62.0
32	Weldcraft Mfg	48	0.7	-12.7	401	0.5	13.3
33	Hewescraft	47	0.7	2.2	376	0.5	0.5
	All other Makes:	1,221	18.5	0.8	9,073	12.0	-10.3
	Totals:	6,606		2.4	75,404		-0.8

Period:Jan 2010-Dec 2010
Length:All Lengths
Propulsion:All Propulsions
2009 Year-to-Date

Mkt. % Change	Retail Sales	Market Share	Unit % Change	Mkt. % Change
13.8	15,431	20.3	-20.6	3.0
-8.7	7,797	10.3	-17.3	7.3
-17.1	5,345	7.0	-22.3	
-6.7	4,547	6.0	-19.9	3.4
23.1	2,936	3.9	-19.0	5.4
	3,092	4.1	-29.1	-6.8
	2,595	3.4	-18.5	6.2
10.3	2,199	2.9	-32.4	-12.1
9.5	1,567	2.1	-27.3	-4.5
61.5	986	1.3	7.4	44.4
25.0	1,243	1.6	-16.7	6.7
-5.0	1,511	2.0	-24.7	
-21.1	1,451	1.9	-25.7	-5.0
7.1	1,046	1.4	-11.4	16.7
16.7	941	1.2	-56.9	-45.5
	1,013	1.3	12.3	44.4
-20.0	1,164	1.5	-28.3	-6.3
-7.7	1,018	1.3	-32.4	-13.3
22.2	670	0.9	-19.2	12.5
-31.3	1,207	1.6	-16.6	6.7
	825	1.1	-23.5	
	854	1.1	4.4	37.5
28.6	570	0.7	-23.7	-12.5
	667	0.9	-12.0	12.5
-10.0	782	1.0	-26.4	-9.1
	580	0.8	-34.8	-11.1
-36.4	825	1.1	-48.5	-31.3
50.0	338	0.4	-0.3	33.3
20.0	395	0.5	-5.7	25.0
	455	0.6	-21.3	
-60.0	1,139	1.5	-36.9	-16.7
	354	0.5	-26.9	
	374	0.5	-25.9	
-9.8	10,115	13.3	-24.9	-2.9
	76,032		-22.9	