

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

Area:National

Segment:Deck Boat

Rank	Manufacturer Name	4th Quarter 2010			2010 Year-to-Date		
		Retail Sales	Market Share	Unit % Change	Retail Sales	Market Share	Unit % Change
1	Nautic Global Group	149	47.2	8.0	1,333	32.2	-3.6
2	Brunswick Marine Grp	68	21.5	-12.8	818	19.8	-44.2
3	Tracker Marine	27	8.5	-34.1	611	14.8	-17.8
4	Marine Products	25	7.9	-46.8	422	10.2	-33.3
5	Starcraft Marine	7	2.2	-30.0	219	5.3	-6.4
6	Nautic Star	15	4.7	150.0	156	3.8	-4.9
7	Four Winns			-100.0	88	2.1	-52.9
8	Glastron	5	1.6	-44.4	78	1.9	-41.8
9	Regal	2	0.6	-50.0	72	1.7	-28.0
10	Crownline	3	0.9	-66.7	59	1.4	-65.7
11	Sea Fox Boats	1	0.3	-90.9	57	1.4	-64.4
12	Larson			-100.0	44	1.1	-26.7
13	Smoker-Craft	3	0.9	-40.0	41	1.0	-29.3
14	Monterey	1	0.3	-75.0	35	0.8	-50.0
15	Magic	2	0.6	-60.0	19	0.5	-70.8
16	Seminole Marine Grp	2	0.6		18	0.4	-60.9
17	Ebbtide	2	0.6	-50.0	17	0.4	21.4
18	Key West	2	0.6		12	0.3	9.1
19	Stingray				9	0.2	-10.0
20	MTX Marine				5	0.1	150.0
21	Nordic Boats	1	0.3	-50.0	5	0.1	-28.6
22	Conquest	1	0.3		4	0.1	-50.0
23	Advantage				3	0.1	-57.1
24	Bryant			-100.0	3	0.1	-57.1
25	Essex			-100.0	2		100.0
26	Galaxie BW				2		-66.7
27	Shockwave				2		-50.0
28	Eliminator			-100.0	1		-50.0
29	Famous				1		
30	Hallett				1		-50.0
31	Place Craft				1		
32	Seaswirl				1		-87.5
33	World Cat				1		-80.0
Totals:		316		-19.6	4,140		-28.4

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
34.7	1,383	23.9	-27.6	3.5
-21.7	1,465	25.3	-30.1	
14.7	743	12.9	-32.1	-2.3
-6.4	633	10.9	-27.7	2.8
32.5	234	4.0	-31.0	-2.4
35.7	164	2.8	-44.8	-22.2
-34.4	187	3.2	-33.2	-5.9
-17.4	134	2.3	-26.8	4.5
	100	1.7	-30.1	
-53.3	172	3.0	-45.6	-21.1
-50.0	160	2.8	-28.6	3.7
10.0	60	1.0	-24.1	
	58	1.0	-20.5	11.1
-33.3	70	1.2	-20.5	9.1
-54.5	65	1.1	6.6	57.1
-50.0	46	0.8	43.8	100.0
100.0	14	0.2	-36.4	-33.3
50.0	11	0.2	-45.0	
	10	0.2	-58.3	-33.3
	2		-75.0	-100.0
	7	0.1	16.7	
	8	0.1	-27.3	
	7	0.1	-22.2	
	7	0.1	-66.7	-66.7
	1		-75.0	
-100.0	6	0.1	-50.0	
-100.0	4	0.1		
	2		-33.3	
	2		-66.7	-100.0
	1		-75.0	
-100.0	8	0.1	-27.3	
-100.0	5	0.1	-37.5	
	5,782		-30.1	