

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

Area:National

Segment:All Fiberglass Boats

Rank	Make Name	4th Quarter 2010			2010 Year-to-Date			
		Retail Sales	Market Share	Unit % Change	Retail Sales	Market Share	Unit % Change	Mkt. % Change
1	Sea Ray	227	3.8	-15.6	2,798	4.6	-33.3	-16.4
2	Carolina Skiff	379	6.4	9.2	2,766	4.6	-0.8	27.8
3	Ranger	280	4.7	-9.4	2,464	4.1	-11.9	10.8
4	Bayliner	107	1.8	-25.7	2,327	3.8	-39.2	-24.0
5	Tahoe	84	1.4	-31.1	2,164	3.6	-18.2	2.9
6	Nitro	174	2.9	13.0	2,092	3.5	47.5	84.2
7	Sea-Doo	81	1.4	-12.9	1,726	2.9	-4.8	20.8
8	Skeeter	166	2.8	-11.7	1,428	2.4	-14.7	9.1
9	Chaparral	71	1.2	-30.4	1,336	2.2	-33.9	-15.4
10	Godfrey	146	2.5	6.6	1,301	2.2	-3.8	22.2
11	Triton(Fib)	104	1.8	-31.6	1,279	2.1	-31.0	-12.5
12	Sea Hunt Boats	194	3.3	16.2	1,228	2.0	11.2	42.9
13	MasterCraft	88	1.5	-32.3	1,169	1.9	-28.4	-9.5
14	Boston Whaler	105	1.8	-28.1	1,073	1.8	-18.7	5.9
15	Glastron	45	0.8	-40.8	1,070	1.8	-41.4	-25.0
16	Cobalt	77	1.3	4.1	1,053	1.7	0.4	21.4
17	Malibu	71	1.2	-30.4	1,051	1.7	-30.6	-15.0
18	Four Winns	42	0.7	-53.3	965	1.6	-44.0	-27.3
19	Stingray	22	0.4	-50.0	922	1.5	-12.6	7.1
20	Pelican Int	37	0.6		900	1.5	35.7	66.7
21	Crownline	33	0.6	-54.2	841	1.4	-23.3	
22	Correct Craft	82	1.4	-6.8	796	1.3	-13.2	8.3
23	Key West	108	1.8	-11.5	735	1.2	-17.4	
24	Yamaha 210	20	0.3	-52.4	707	1.2	-2.2	33.3
25	Regal	55	0.9	-17.9	700	1.2	-18.0	9.1
26	Nautic Star	99	1.7	3.1	690	1.1	-15.2	
27	Larson	25	0.4	-39.0	582	1.0	-26.2	
28	Stratos	50	0.8	-49.0	570	0.9	-50.8	-40.0
29	Yamaha 240	42	0.7	600.0	551	0.9	9083.3	
30	Monterey	35	0.6	-42.6	534	0.9	-26.0	
31	Mako	69	1.2	-1.4	532	0.9	-25.0	
32	Moomba	34	0.6	13.3	527	0.9	-19.4	
33	Grady-White	84	1.4	-13.4	525	0.9	-5.9	28.6
	All other Makes:	2,670	45.2	-24.4	21,058	34.8	-26.0	-6.5
	Totals:	5,906		-19.1	60,460		-21.1	

Period:Jan 2010-Dec 2010

Length:14' +

Propulsion:All Propulsions

2009 Year-to-Date

Retail Sales	Market Share	Unit % Change	Mkt. % Change
4,195	5.5	-36.8	-11.3
2,789	3.6	-22.7	5.9
2,798	3.7	-31.6	-2.6
3,827	5.0	-29.3	-2.0
2,644	3.5	-30.2	
1,418	1.9	-29.1	
1,813	2.4	-33.2	-4.0
1,675	2.2	-24.7	4.8
2,021	2.6	-27.6	
1,352	1.8	-27.6	5.9
1,853	2.4	-30.2	-4.0
1,104	1.4	-6.8	27.3
1,632	2.1	-23.6	5.0
1,319	1.7	-24.9	6.2
1,826	2.4	-23.7	9.1
1,049	1.4	-35.4	-6.7
1,515	2.0	-27.2	5.3
1,724	2.2	-27.1	
1,055	1.4	-28.2	
663	0.9	-3.5	50.0
1,097	1.4	-41.6	-22.2
917	1.2	-32.7	-7.7
890	1.2	-27.9	
723	0.9	1.3	28.6
854	1.1	-30.2	
814	1.1	-22.1	10.0
789	1.0	-30.7	-9.1
1,159	1.5	-23.0	7.1
6			
722	0.9	-26.5	
709	0.9	-19.0	12.5
654	0.9	-29.1	
558	0.7	-38.3	-12.5
28,472	37.2	-27.9	0.5
76,636		-28.2	