

STRATEGIC INVESTMENT PRESENTATION • MARCH 2026

USA Marine Industry Strategic Analysis 2016 – 2030

The Evolution of the Outboard Engine
Secondary Marketplace

Prepared by OutboardListings.com • Strategic Intelligence Division



\$57.7B

Annual
Industry
Sales

85M

Americans
Boating

812K+

Jobs
Supported



| Executive Summary

Market Snapshot

- U.S. recreational boating market: \$17.3B (2022) → \$28.5B (2028)
- 858,798 used boats sold in 2024 — 78.3% of all transactions
- 278,000 new outboard engines sold in 2024, worth \$3.6B
- Outboards hold 55%+ of small marine engine market share

The Opportunity

- \$1.5B+ secondary engine market — zero dedicated platforms
- Repower trend: owners keeping boats longer, replacing engines
- Used engines retain 55–70% of new value (up from 45–55% pre-2020)
- 4–6% CAGR growth in secondary market through 2030

↗
\$28.5B

US Boating Market by 2028

⚓
\$1.5B+

Secondary Engine Market

🎯
ZERO

Dedicated Competitors

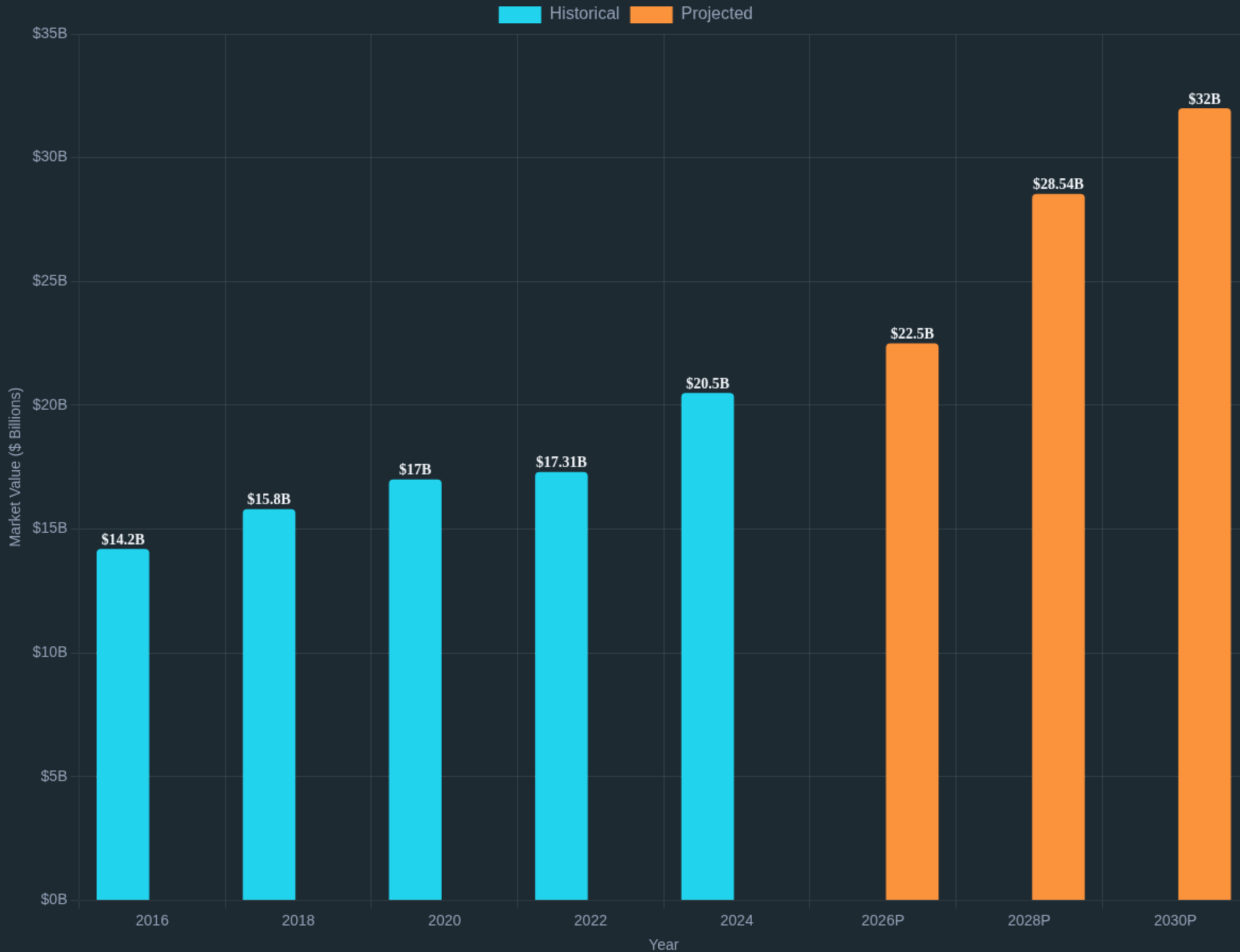
📈
4–6%

Secondary Market CAGR

OutboardListings.com is uniquely positioned to capture this underserved \$1.5B+ market



USA Recreational Boating Market Overview



↗ **8.69%**
CAGR 2022–2028

👥 **85M**
Americans Boating Annually

\$ **\$230B**
Annual Economic Impact

🏢 **36,000+**
Industry Businesses

Growth Drivers

- › Rising disposable incomes
- › Adventure tourism boom (+15% watersports since 2021)
- › Millennial & Gen-Z adoption
- › Technological innovation demand



Commercial Boating Market Analysis



Commercial Fishing

200–450 HP · 600–1,200
hrs/yr · 4–7 yr cycle



Charter & Tour Ops

150–400 HP · 500–1,000
hrs/yr · 3–5 yr cycle



Emergency & Recovery

High-HP · 24/7 reliability
critical



Marine Services

75–300 HP · 300–800 hrs/yr
· 5–8 yr cycle

Segment

HP Range

Annual Hrs

Replace Cycle

Fishing Charters

150–400 HP

500–1,000

3–5 years

Tour Boats

90–250 HP

800–1,500

4–6 years

Commercial Fishing

200–450 HP

600–1,200

4–7 years

Marine Services

75–300 HP

300–800

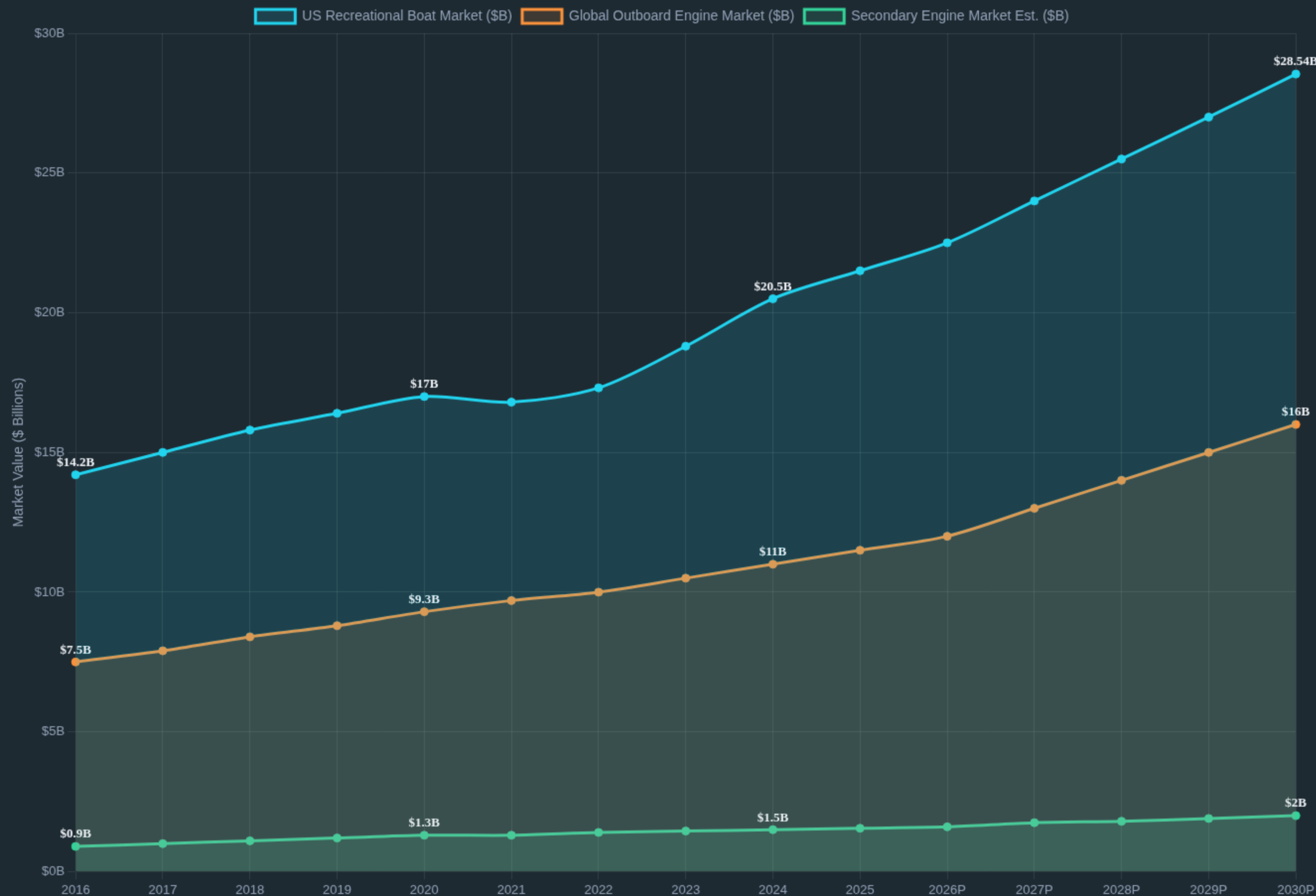
5–8 years

8.1% CAGR

Fishing & eco-tourism — fastest-growing application
57.9M Americans participated in fishing in 2024



Total Marine Market Size 2016–2030



\$17.3B
2022 Market Value
US Recreational Boating

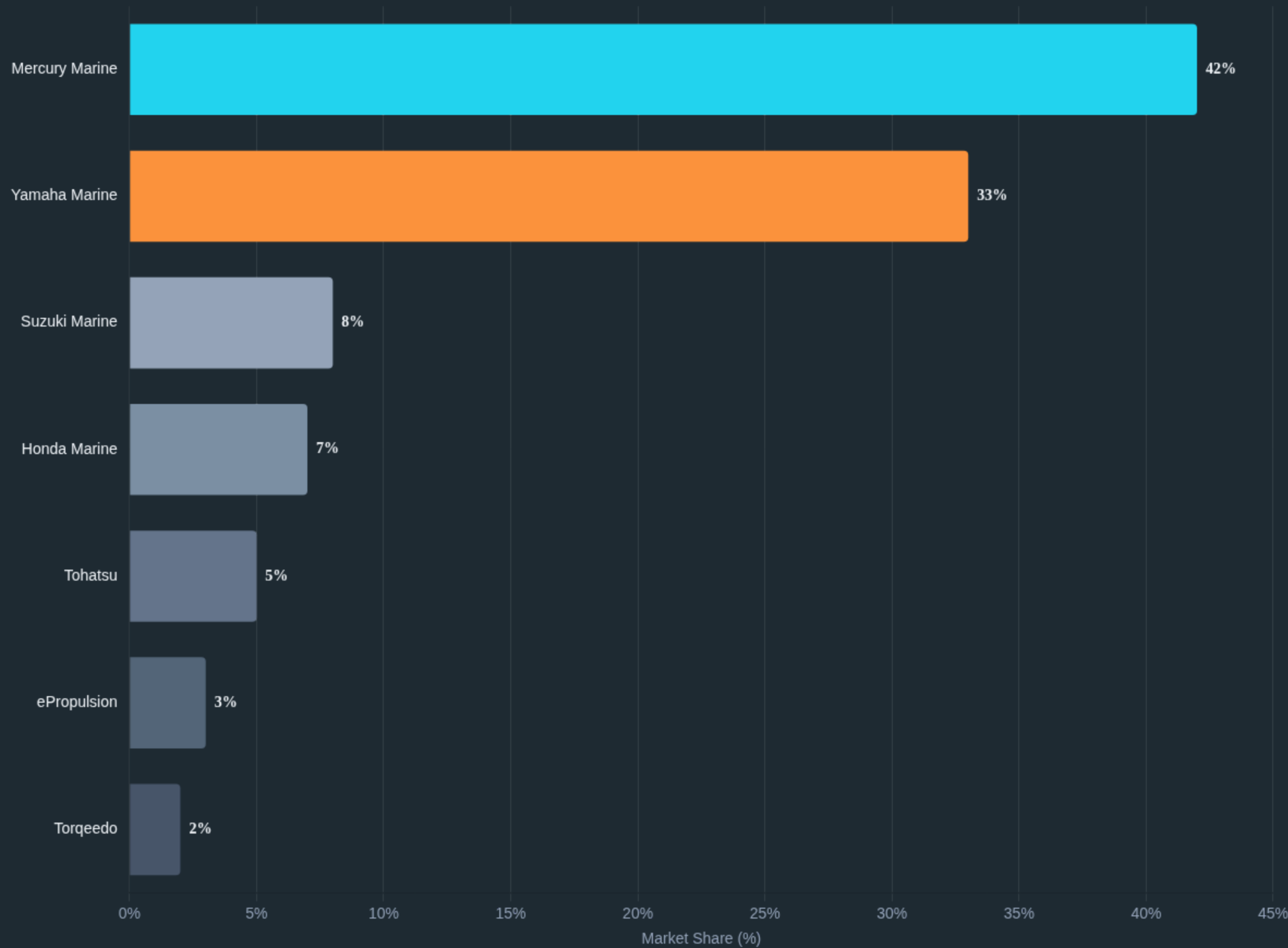
\$28.5B
2028 Projection
+65% growth

\$2.0B+
Secondary Engine Market
2030
Est. +33% from 2024



Top 7 Marine Engine Manufacturers by Sales Volume

USA Outboard Engine Market Share (2024)

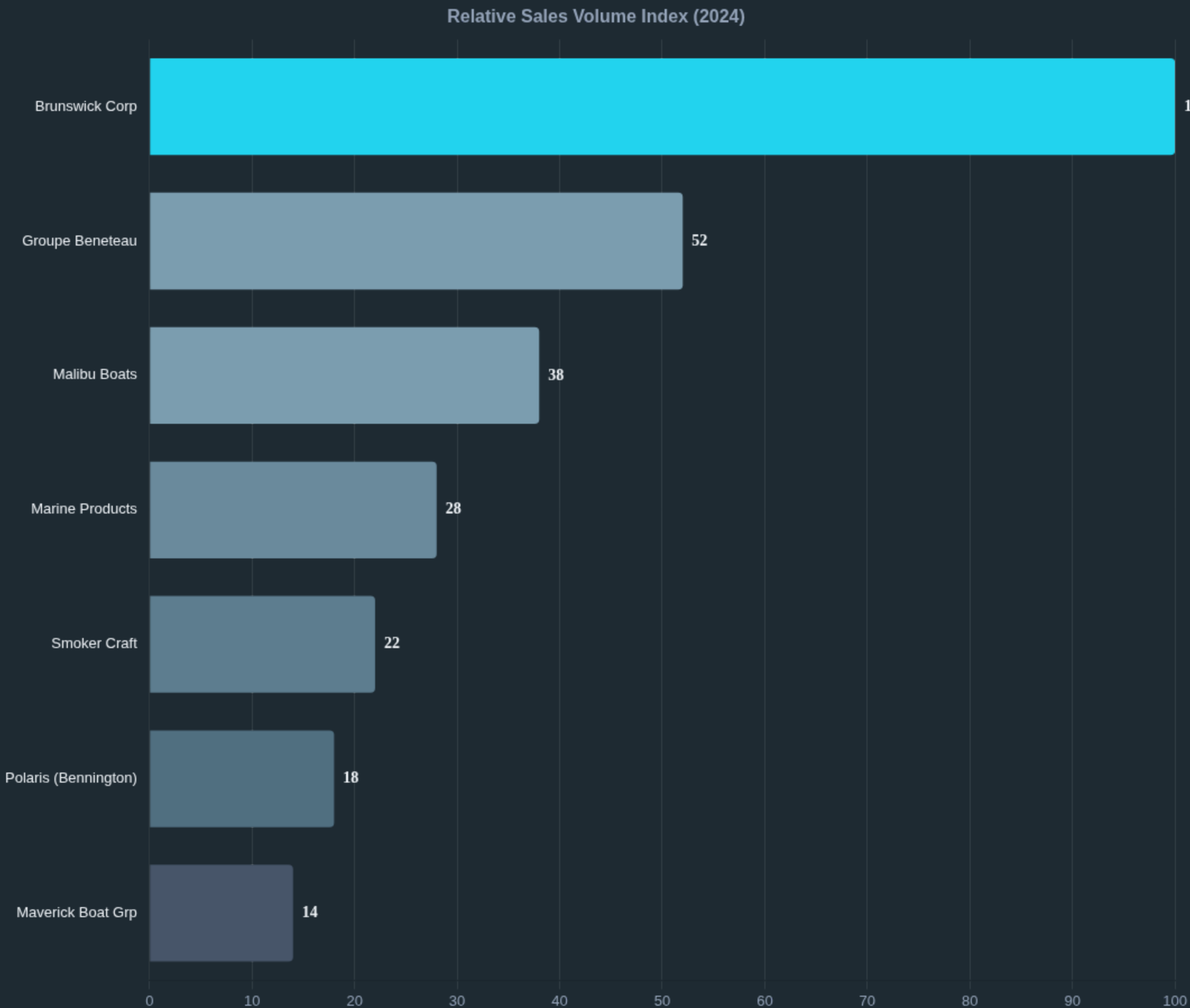


- 1 Mercury Marine**
~38–45% · 2.5–600 HP · Innovation leader
- 2 Yamaha Marine**
~30–37% · 2.5–450 HP · Reliability leader
- 3 Suzuki Marine**
~7–10% · 2.5–350 HP · Value, efficiency
- 4 Honda Marine**
~6–8% · 2.3–250 HP · Automotive heritage
- 5 Tohatsu**
~4–6% · 2.5–250 HP · Budget-friendly
- 6 ePropulsion**
~2–3% · 1–25 HP eq. · Electric specialist
- 7 Torqeedo**
~1–2% · 1–80 HP eq. · Premium electric

Mercury + Yamaha = ~75% market share



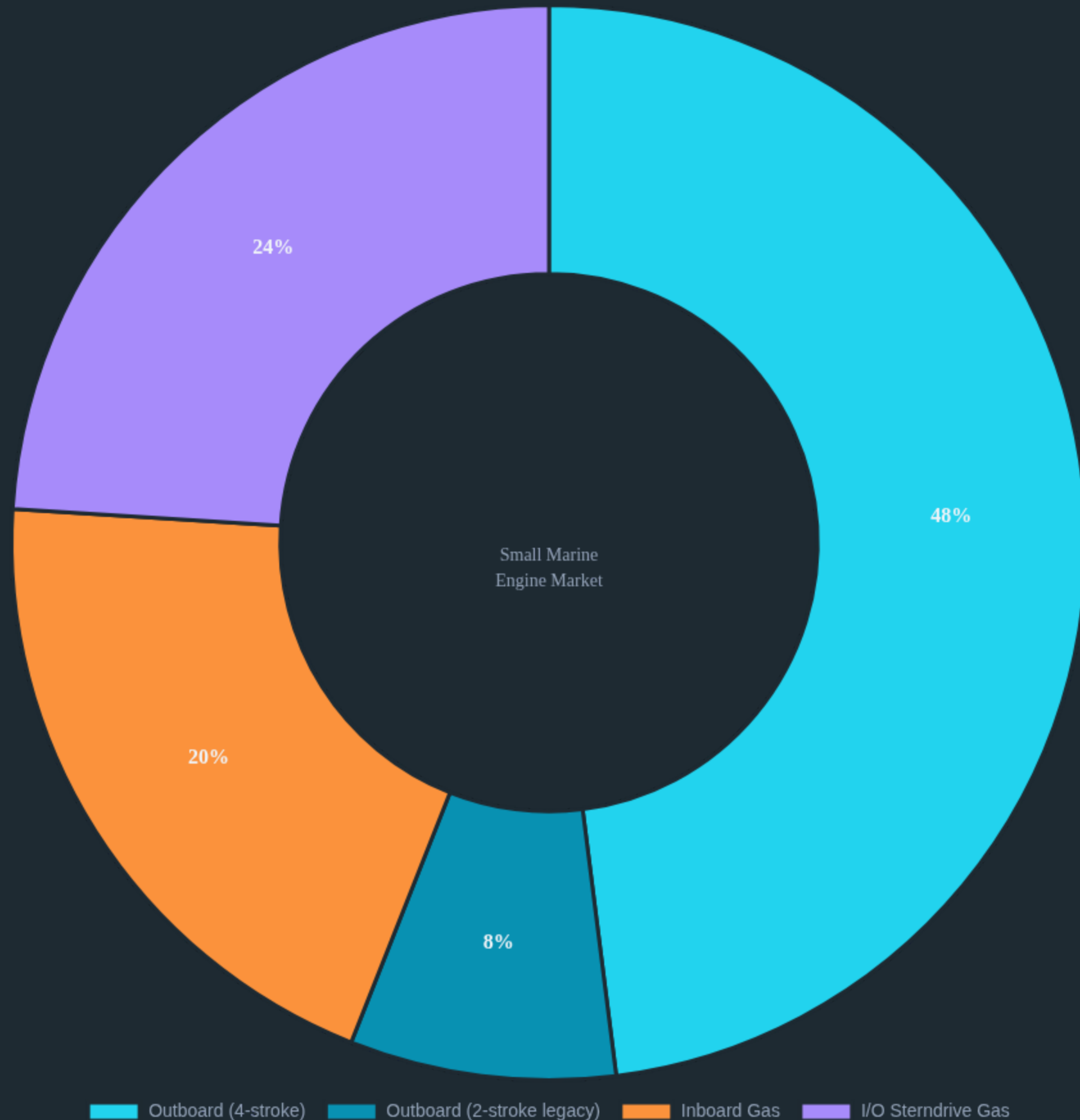
Top 7 Boat Builders by Sales Volume



- Brunswick Corporation**
Boston Whaler, Sea Ray, Bayliner, Lund
- Groupe Beneteau**
Four Winns, Wellcraft, Scarab
- Malibu Boats**
Malibu, Axis, Cobalt
- Marine Products Corp**
Chaparral, Robalo
- Smoker Craft**
Smoker Craft, Starcraft, Sylvan
- Polaris (Bennington)**
Bennington, Godfrey
- Maverick Boat Group**
Maverick, Hewes, Pathfinder, Cobia



Engine Type Market Share — Outboard vs Inboard vs I/O



⚓ **55.5%**
Outboard Total Share ↑ Growing

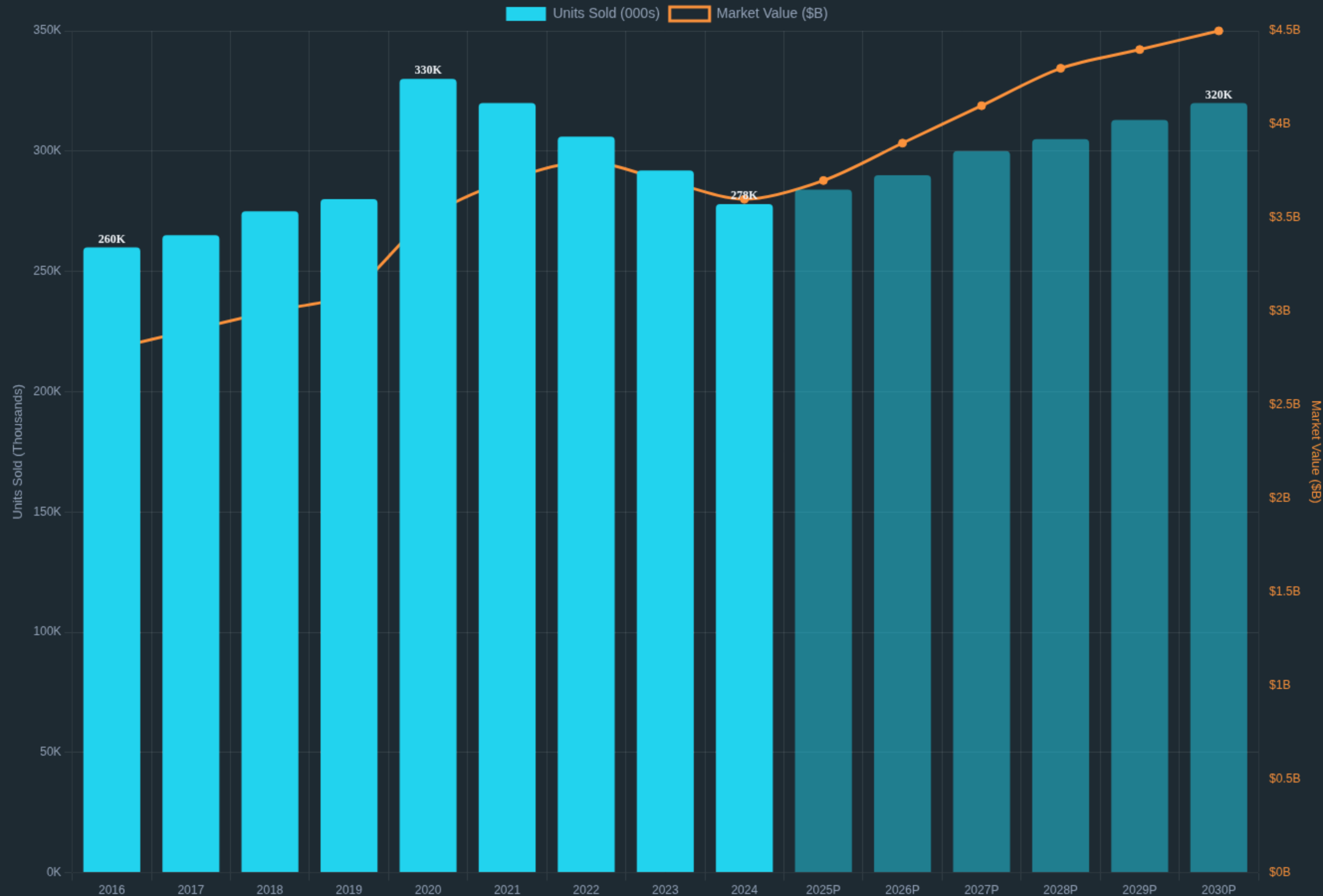
⚙️ **20%**
Inboard Gas → Stable

⚠️ **24%**
I/O Sterndrive Gas ↓ Declining

I/O sterndrive market share is actively declining as outboards capture market
Outboard-powered boats: 42.10% of all new powerboat sales in 2024



New Outboard Engine Sales Volume — Historical & Projected



330K

2020 Peak (20-yr high)

278K

2024 Units Sold

-7.6% YoY

\$3.6B

2024 Market Value

Prices held strong

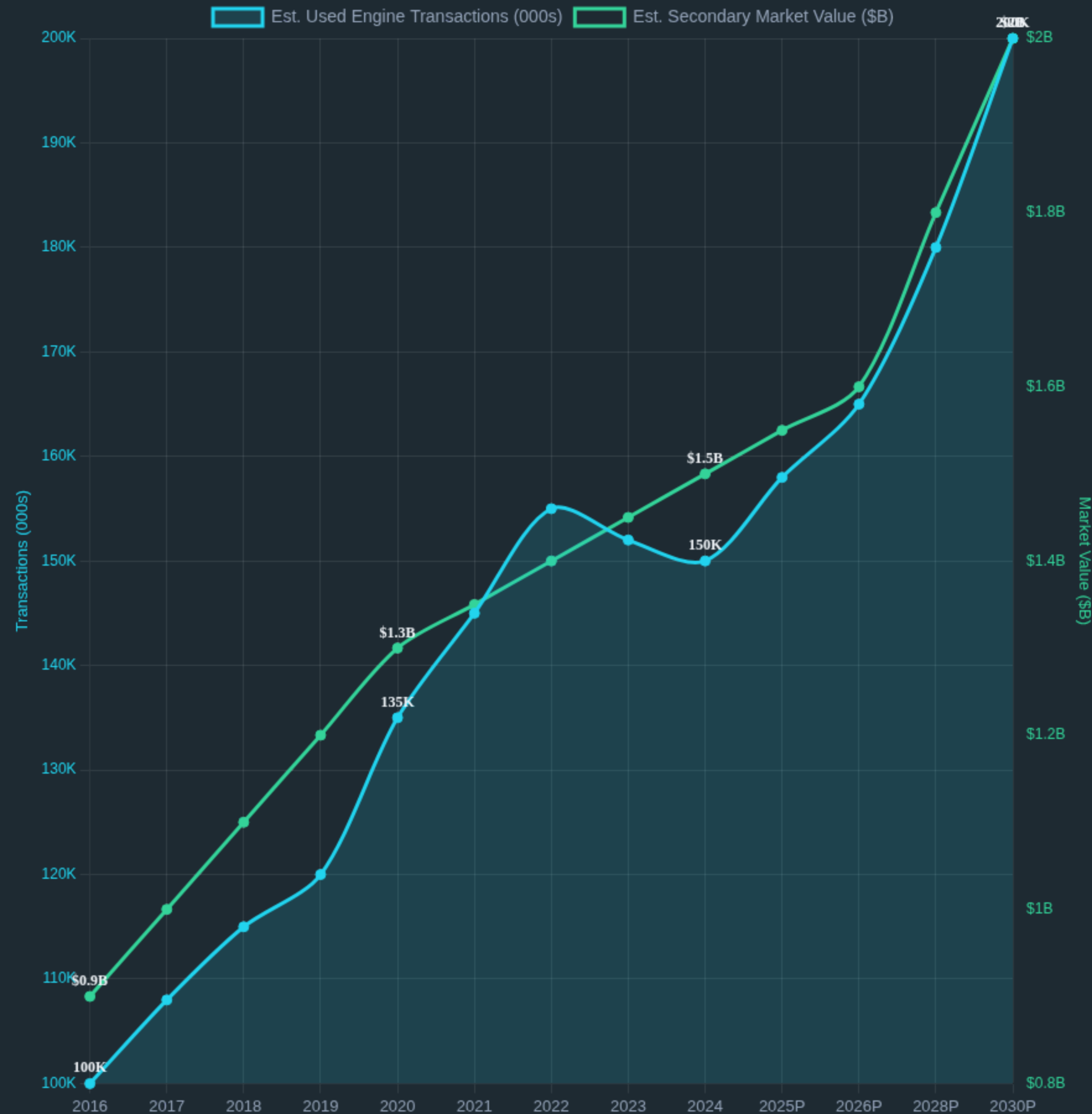
320K

2030 Projection

+3% CAGR



Used Outboard Engine Market — Volume & Growth Trends



150K+

Annual Used Engine Transactions

\$1.5B+

Secondary Market Value (2024)

35–40%

Secondary Share of Engine Market

4–6%

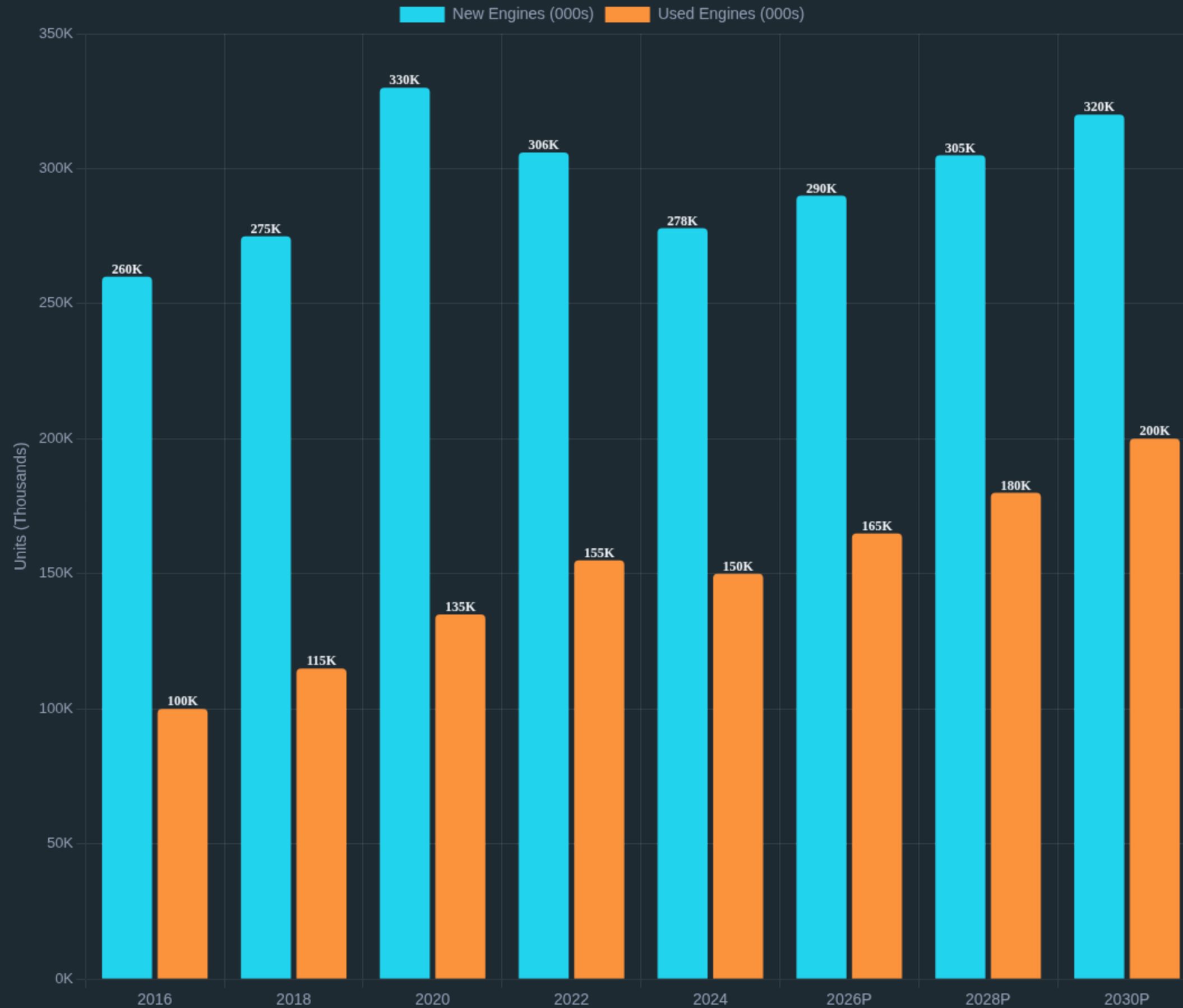
CAGR Through 2030

Secondary Market Growth Drivers

- New engine prices up 22.5% since 2014
- Used engines now retain 55–70% of new value
- Repower demand as fleets age
- Pre-owned boat market 4× larger than new



New vs Used Engine Volume Ratio & Marketplace Dynamics



4:1

Used boats sold vs new boats in
2024

858,798 used vs 238,117 new vessels

Key Dynamics

- New engine sales down 7.6% in 2024
- Used market growing as new prices rise
- Secondary market: 35–40% of total engine activity
- **No dedicated platform captures this volume**



Outboard Pricing: 2018–2020 vs 2024–2026



+22.5%

↗ Avg new engine price increase since 2014

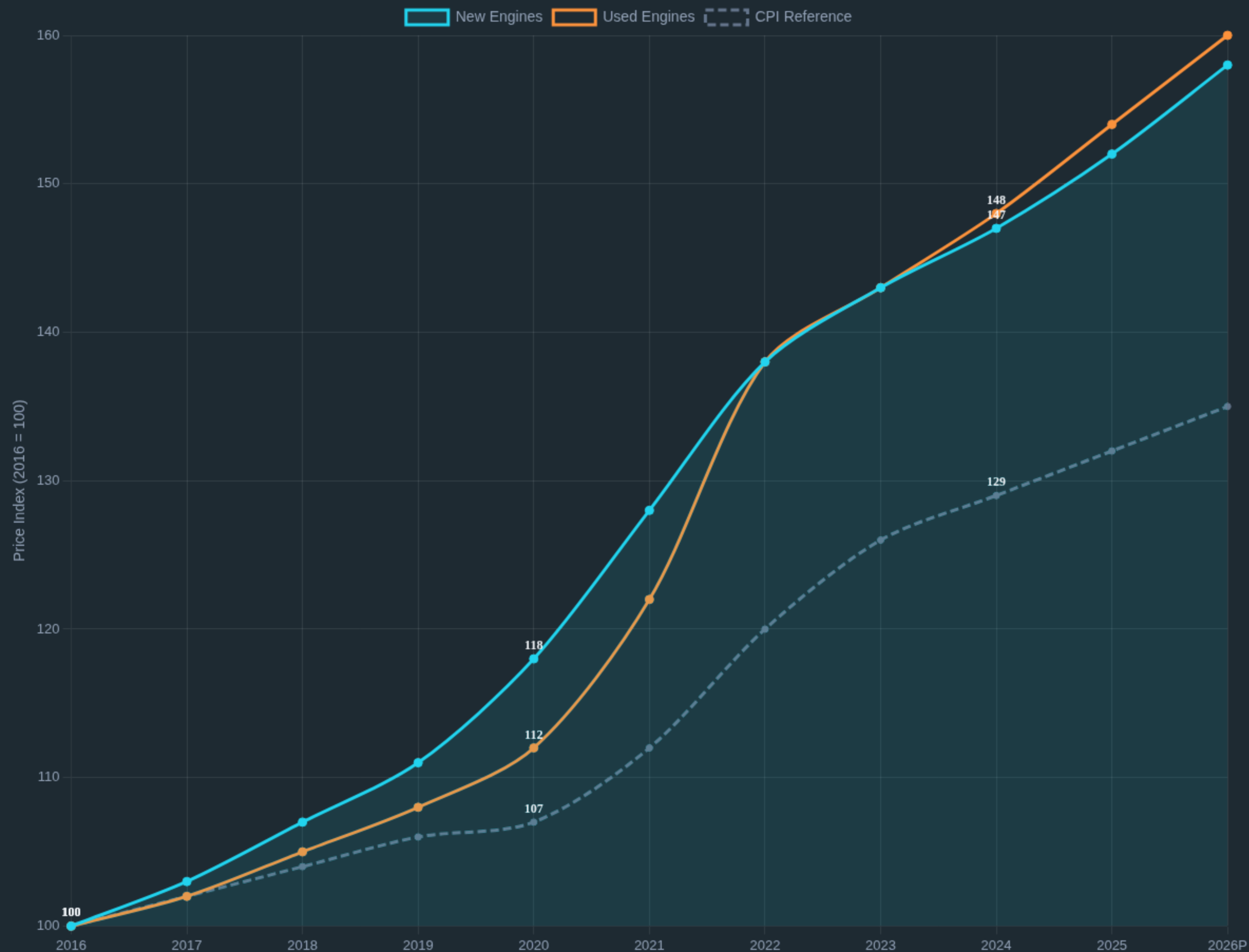
+35–50%

↗ Used engine value appreciation (2020–2025)

Used engines now retain 55–70% of new value, up from 45–55% pre-2020



Price Appreciation — Outboard Value Increases Over Time

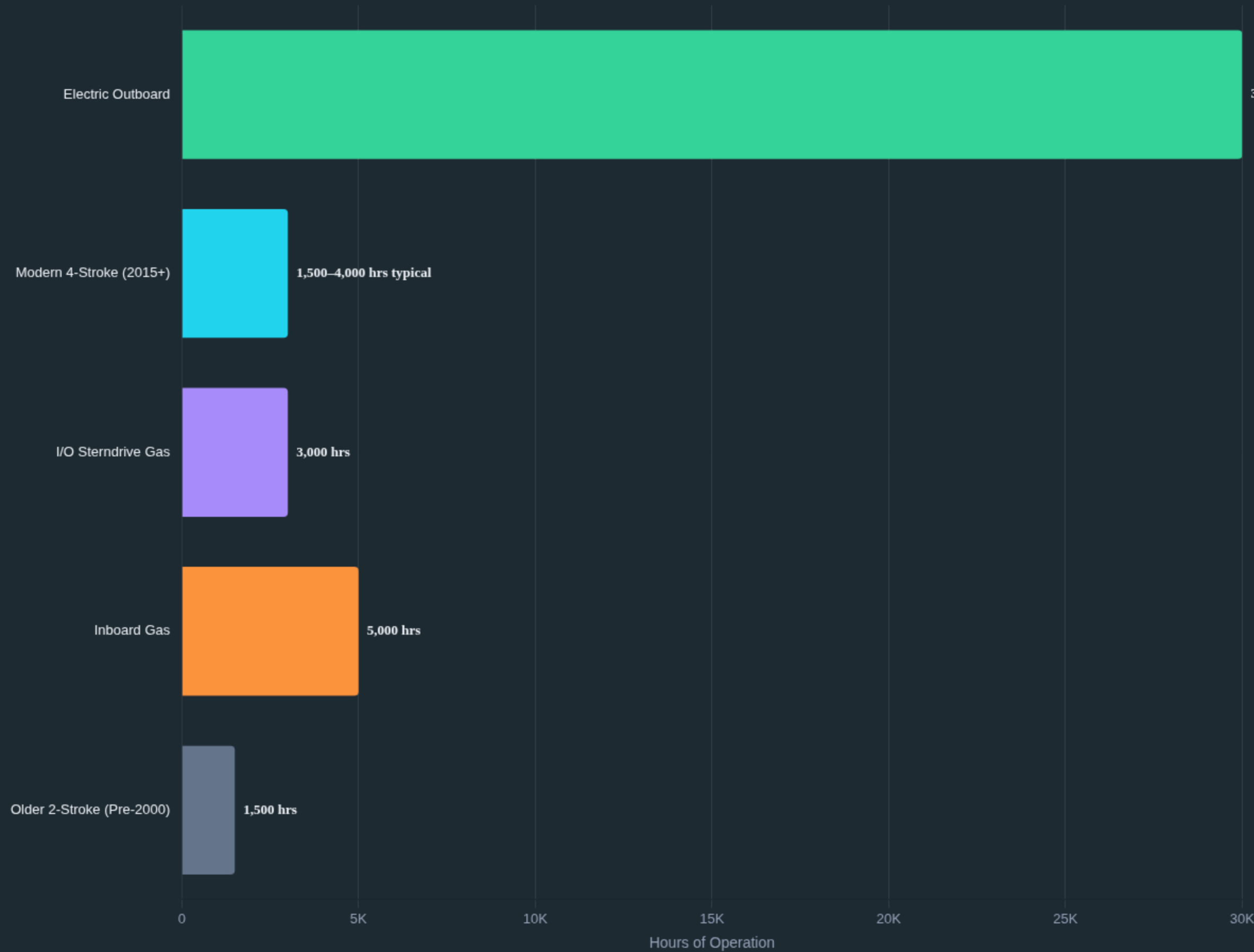


Brand	Premium	Demand
Yamaha	+10–15%	Very High
Mercury	+5–10%	High
Honda	+5–10%	High
Suzuki	Baseline	Moderate-High
Tohatsu	-5–10%	Moderate

Engine prices outpacing inflation —
strong asset value for secondary
market participants



Life Expectancy of Modern Outboard Engines



🕒 **50–100**
Avg recreational hours/year

📅 **15–40 yrs**
Service life at typical usage

📦 **500 hrs**
= Only 12–33% of lifespan used

A 500-hour used engine has 75–87% of its useful life remaining — buyers recognize this value



Technology & Durability Improvements in Modern Outboards



Electronic Fuel Injection

Precise delivery, eliminates carburetor issues, improved cold starts



Advanced Corrosion Protection

Modern alloys & sealed electrics extend saltwater life



Computer Engine Management

ECU prevents over-rev, overheating, and poor fuel mixture



Improved Lubrication

Synthetic oil compatibility reduces wear, extends overhaul intervals

Feature	Pre-2000	Modern (2015+)
Fuel Delivery	Carburetor	Electronic FI
Fuel Efficiency	Baseline	+25–40% improved
Expected Life	1,000–1,500 hrs	2,000–4,000 hrs
Maintenance	50 hours	100 hours
Emissions	High	EPA Tier III
Resale Retention	30–40%	55–70%

➤ Technology improvements directly translate to higher resale values and stronger secondary market demand



Why Modern Outboards Retain Huge Resale Values



New Prices Rising

+22.5% average since 2014



Proven Reliability

EFI 4-strokes have established excellent reliability records



Long Service Life

500-hr engine has 75–87% life remaining



Technology Parity

5-yr-old engine often functionally equivalent to new



| Boats Lasting Longer — Construction Quality & Repowering



Hull Outlasts Engines

30–50+ yrs

Modern fiberglass hull lifespan

65–75%

Center console value retention (3–5 yrs)

40–60%

New boat price increase since 2016

The hull often outlasts multiple engines

Repower vs Buy New

Buy New 22ft Center Console

\$65K–\$120K · 2–6 months

Repower with New 200 HP

\$22K–\$28K · 1–2 weeks

Repower with Used 200
HP

\$12K–\$18K · 1–2 weeks

Best
Value

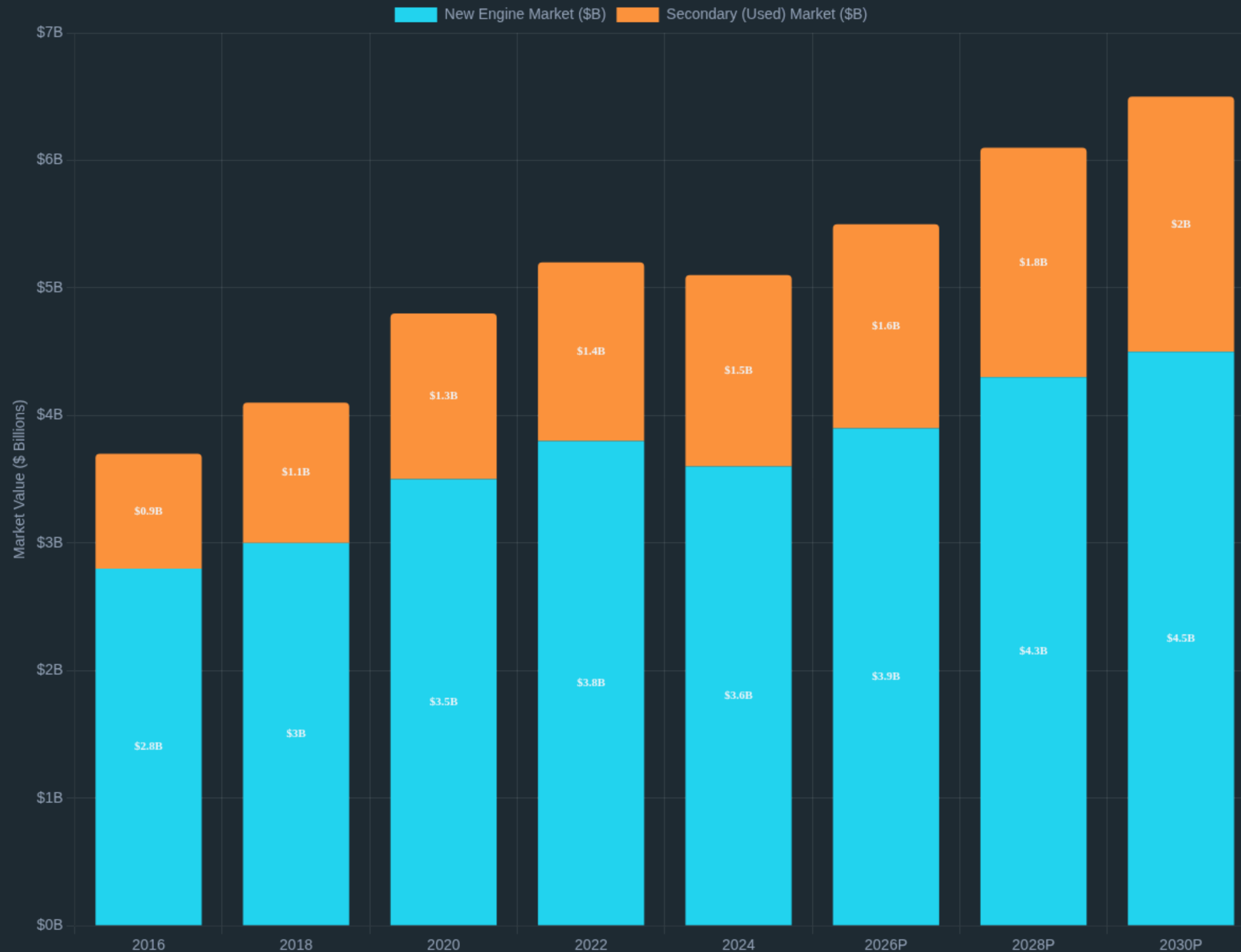
Up to 85% cheaper
than buying a new boat

Why Owners Repower

- ♥ Emotional attachment to their vessel
- \$ 61% of boaters earn under \$100K HHI — value-seekers
- ⚡ Want modern fuel injection & digital controls
- 🕒 New boat wait times: 6–12+ months
- 🔧 Modern engines 25–40% more fuel-efficient



Secondary Engine Marketplace — Growth & Opportunity



\$ **\$1.5B+**
Secondary Engine Market Value (2024)

🔄 **150K+**
Annual Used Engine Transactions

⚠️ **ZERO**
Dedicated Online Platforms

Total Addressable Market

- Used Outboard Engines: \$1.5B+ (4–6% CAGR)
- Used Inboard/I-O Gas: \$400M+
- Marine Parts & Accessories: \$12.4B
- **Total Addressable: \$26B+**



Market Gap Analysis — Why Existing Platforms Fall Short

⚠️ Craigslist

- ✗ High fraud & scam risk — no verification
- ✗ Cannot filter by HP, year, or brand
- ✗ No buyer/seller protections
- ✗ Local only — limited reach
- ✗ No standardized listing format

⚠️ eBay

- ✗ 10–13% final value fees on high-value sales
- ✗ Engines difficult & expensive to ship
- ✗ Documented fraud on non-existent engines
- ✗ Generic platform — no marine optimization
- ✗ Dispute resolution losses on high-value items

⚠️ Facebook Marketplace

- ✗ No specialization — engines compete with furniture
- ✗ Cannot filter by engine specifications
- ✗ Safety concerns meeting strangers
- ✗ No escrow or payment protection
- ✗ No transaction support

🎯 Unlike cars (AutoTrader), real estate (Zillow), or boats (Boat Trader) — marine engines have NO dedicated specialized marketplace



| OutboardListings.com — The Premier Marine Engine Marketplace



The ONLY dedicated marketplace for marine engine buyers & sellers



Expert-Designed Search

Filter by HP, brand, year, hours, shaft length



Trust & Verification

Seller verification + condition reports + photo docs



National Reach

Beyond local — access nationwide engine inventory



Market Intelligence

Pricing guidance, valuation tools, market trend data



Marine-Specific

100% dedicated — not an afterthought on a general platform



Fair Fee Structure

Competitive, transparent — vs eBay's 10–13% fees



| Unique Value Proposition — The ONLY Dedicated Platform

Feature	Craigslist	eBay	Facebook	OutboardListings
Marine-Specific Platform	✗	✗	✗	✓
HP/Hours Search Filters	✗	Limited	✗	✓
Seller Verification	✗	Basic	Basic	✓
Engine-Specific Listings	✗	✗	✗	✓
Pricing / Valuation Tools	✗	✗	✗	✓
National Reach	Local only	Yes	Limited	✓
Low / Fair Fees	Free	10–13%	Free	Competitive



#1

First-Mover Advantage

No established competitor — brand leadership opportunity NOW

For Sellers

- ✓ Targeted marine buyer audience
- ✓ Pricing guidance tools
- ✓ Verification badges build trust

For Buyers

- ✓ Exact engine search by spec
- ✓ Verified sellers & condition reports
- ✓ Market value insights



Competitive Advantages & Market Positioning

User Segment	Annual Transactions
Private Sellers (engine upgrades)	80,000+
Private Buyers (repower/replacement)	100,000+
Dealers & Brokers	40,000+
Commercial Operators	15,000+
Mechanics / Service Shops	20,000+
TOTAL ADDRESSABLE	255,000+

61% of boaters earn under \$100K annually — value-oriented solutions drive adoption

Multiple Revenue Streams

-  **Listing Fees**
Free basic; premium placement \$25–\$100/listing
-  **Transaction Fees**
Optional escrow/support at 2–5%
-  **Dealer Subscriptions**
Volume packages \$99–\$499/month
-  **Advertising**
Manufacturer & parts supplier placements
-  **Data Services**
Market analytics & pricing data subscriptions



Investment Case — Compelling Data & Market Opportunity



Massive Market

\$3.6B

Annual new outboard market

\$1.5B+

Secondary engine market

\$28.5B

US boating market by 2028



Untapped Opportunity

ZERO

Direct competitors in niche

255K+

Addressable annual transactions

4–6%

CAGR through 2030



First-Mover Platform

#1

First dedicated marine engine marketplace

5

Proven revenue streams

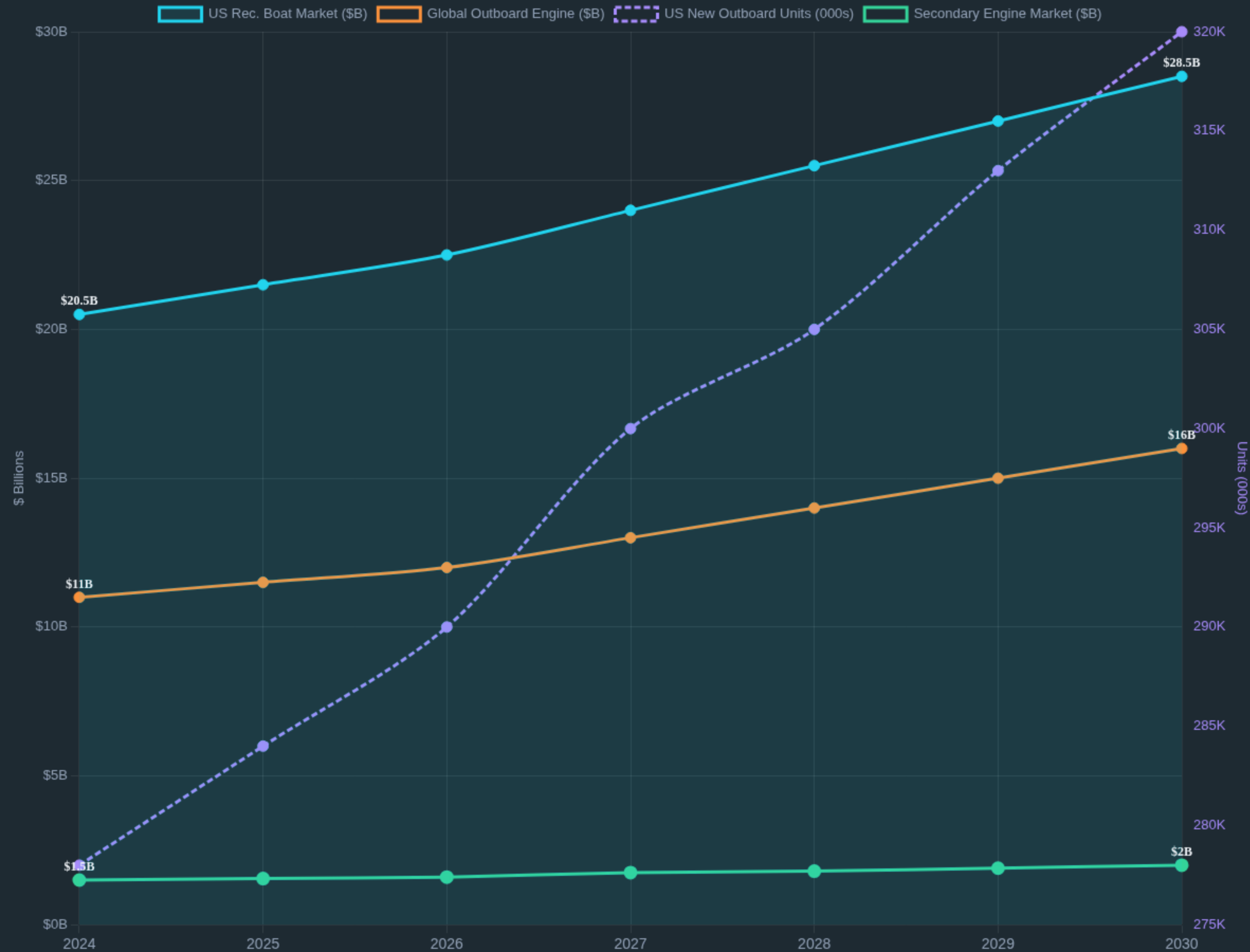
2030

Target: \$2B+ secondary market

Metric	2024 Value	2030 Projection	Growth
US Recreational Boat Market	\$20.5B	\$28.5B	+39%
Used Boat Transactions	858,798	~1.0M	+16%
Outboard Engine Market	\$3.6B	\$4.5B+	+25%
Secondary Engine Market	\$1.5B+	\$2.0B+	+33%
Average Outboard Price	\$12,777	\$15,500+	+21%



Growth Projections & Revenue Opportunity (2026–2030)



~ **\$28.5B**
US Boat Market by 2028

↔ **~1.0M**
Used Boat Transactions by 2030

\$ **\$2.0B+**
Secondary Engine Market by 2030

OutboardListings.com Revenue Potential

- Listing fees: \$25–\$100/listing
- Transaction support: 2–5% on high-value sales
- Dealer subscriptions: \$99–\$499/month
- Advertising & data services: scalable



The Right Platform at the Right Time

OutboardListings.com is uniquely positioned to capture a \$1.5B+ underserved market

- ↗ \$28.5B U.S. boating market growing at 8.69% CAGR
- 🎯 Zero dedicated competitors in specialized marine engine marketplace
- 🔄 Repower trend driving sustained secondary market demand
- \$ Used engines retain 55–70% of value — strong asset class
- 🚩 First-mover advantage — establish brand now before competition



Invest in the Future of Marine Commerce

Join us in building the definitive marketplace for the \$3.6B+ annual outboard engine market

- 🌐 OutboardListings.com
- ✉ Strategic Intelligence Division
- 📅 March 2026

Confidential Investment Presentation

