

Boat Trader Enters the Engine Market With 'boato™' — OutboardListings.com Explains the Difference Between a Search Tool and a Scan Tool

FOR IMMEDIATE RELEASE — May 21, 2026

JACKSONVILLE, FL — Boat Trader, the largest boat marketplace in North America, has entered the standalone engine market with a dedicated [/engines/ section](#) featuring 2,400+ motors and an AI-powered image tool called “boato™.” OutboardListings.com congratulates Boat Trader on recognizing what we have known since day one: the standalone outboard engine market deserves its own platform, its own tools, and its own technology.

That said, there is a fundamental difference between what Boat Trader built and what OutboardListings.com has been doing since launch — and that difference matters to every seller and buyer in this market.

Search Tool vs. Scan Tool: Two Very Different Approaches to AI

Boat Trader’s “boato™” is a **buyer search tool**. You take a photo of a boat you see on the water, and boato™ tries to identify the boat’s make and model, then shows you similar boats for sale. It is an AI-powered “What kind of boat is that?” feature. It identifies *boats*, not engines. It does not autofill any listing data. It does not help sellers create listings. It is app-only (iOS/Android) and is not available on the web.

OutboardListings.com’s AI Outboard Scanner is a **seller listing tool**. You take a photo of an outboard engine, and the scanner identifies the engine’s make, model, horsepower, year, stroke type, and shaft length — then **pre-fills your entire listing**. In under 60 seconds, your motor is listed with accurate specs, ready for buyers. No manual data entry. No guessing at model numbers. No typing.

One helps you find boats. The other helps you sell engines.

What Boat Trader’s Engine Section Offers

Boat Trader deserves credit for building out their engine section. They now list 2,400+ motors from Yamaha, Mercury, Suzuki, Honda, Tohatsu, and Torqeedo. Buyers can filter by engine type, horsepower, fuel, condition, year, price, state, and manufacturer. That is a real investment in the engine market, and the boating community benefits from more places to shop for motors. boato™ is a solid buyer feature for boat identification.

What Boat Trader’s Engine Listings Do Not Include

When we compared Boat Trader’s engine listing fields to OutboardListings.com’s listing fields, the gaps are significant:

- **Water Test / Sea Trial Available** — OL has a toggle on every listing. BT does not.
- **Shipping Available** — OL sellers indicate if they can ship nationwide. BT does not.

- **Compression Tested** — OL shows a buyer-confidence badge. BT does not.
- **Warranty Included** — OL sellers flag warranty coverage. BT does not.
- **Financing Available** — OL shows financing per listing. BT offers platform-level financing only.
- **Controls / Rigging / Gauges Included** — OL has three separate toggles. BT has none.
- **Shaft Length** — OL has a dedicated field. BT does not.
- **Engine Weight** — OL has a dedicated field. BT does not.
- **Displacement** — OL has a dedicated field. BT does not.
- **Stroke Type (2-Stroke / 4-Stroke)** — OL has a dedicated listing field. BT has a filter only.
- **Boat + Motor + Trailer Combo Listing** — OL supports a single listing with boat make, model, year, length, motor details, and trailer info at one price. BT requires separate listings.
- **AI Engine Detection** — OL identifies the engine from a photo and pre-fills the listing. BT's boato™ identifies boats, not engines.
- **Voice-to-Listing** — OL lets sellers speak their listing into existence. BT does not.
- **Parts Marketplace** — OL has 13,800+ marine parts. BT has none.
- **Marine Business Directory** — OL has 27,000+ listings. BT has none.
- **Community Forums** — OL has 17 categories. BT has none.
- **Buyer Phone Verification** — Every OL buyer verifies their phone number. BT does not.
- **Seller Reviews & Ratings** — OL has a seller review system. BT does not.
- **SMS Text Alerts** — OL sends SMS alerts for price drops and new matches. BT does not.
- **Private Seller Equal Placement** — OL gives all sellers equal visibility. BT buries private sellers below dealer ads.

The Core Difference: Built Around Engines vs. Engines Added On

OutboardListings.com was built from the ground up for outboard engines, stern drives, marine parts, and boat-motor-trailer combos. Every feature — the AI scanner, the voice listing, the parts marketplace, the directory, the forums, the buyer verification — exists because this platform was engineered for the marine equipment market.

Boat Trader added an engines tab to a boats-first platform. That is a meaningful step forward for their users, and we applaud it. But adding a section is not the same as building a platform. The listing fields, the AI tools, the seller experience, the buyer protections, and the community features reflect that fundamental difference.

What This Means for Sellers

If you are a marine dealer, repair shop, or individual seller with motors to move, the smartest play is listing on both platforms. Boat Trader gives you massive audience reach. OutboardListings gives you AI listing tools, verified buyers, a parts marketplace, and listing fields that buyers actually search for — like water test available, compression tested, and shipping options.

We built OutboardListings to complement the big platforms, not replace them. But on engine-specific features, there is no comparison.

Full Comparison

The complete side-by-side comparison is available at:

- OL vs Boat Trader: <https://outboardlistings.com/outboardlistings-vs-boatrader>

- 17-Platform Comparison: <https://outboardlistings.com/boat-selling-websites>
 - Comparison Blog Post: <https://outboardlistings.com/blog/best-boat-selling-websites-compared-2026>
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About OutboardListings.com

OutboardListings.com (<https://outboardlistings.com>) is an AI-powered marine listing platform operated by Proxy1Media LLC. Founded in 2016 and headquartered in Jacksonville, Florida, the platform serves the recreational and commercial marine community with technology built specifically for the outboard and marine equipment market. Features include AI engine detection from a photo, voice-to-listing, a 13,800+ marine parts marketplace, a 27,000+ business marine directory, community forums with 17 categories, buyer phone verification, dealer CSV bulk upload, DMS feed integration, and boat-motor-trailer combo listings.

Links:

AI Outboard Scanner: <https://outboardlistings.com/detect>

OL vs Boat Trader: <https://outboardlistings.com/outboardlistings-vs-boattrader>

17-Platform Comparison: <https://outboardlistings.com/boat-selling-websites>

Blog Post: <https://outboardlistings.com/blog/boat-trader-engines-vs-outboardlistings-ai-scanner-2026>

Marine Directory: <https://outboardlistings.com/directory>

Parts Marketplace: <https://outboardlistings.com/parts>

Dealer Network: <https://outboardlistings.com/dealer-network>

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#NewOutboard #BoatMotorTrailer #MarineParts

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