



INDUSTRY EXPERTS SHARE INSIDER TIPS FOR BOAT BUYING

Discover Boating Offers Advice for Selecting the Right Boat, Financing and Insurance

CHICAGO (2008) – The \$37.5 billion dollar boating industry saw more than 59 million American adults take to the water in 2007, according to the National Marine Manufacturers Association (NMMA). As millions of Americans discover why life is better with a boat, prospective buyers are heading to dealerships and boat shows across the country to find the best deals.

“There are a few key points to keep in mind when purchasing a boat and picking the right time of year to buy can be critical,” said Carl Blackwell, chief marketing officer for Discover Boating. “First-time boat buyers tend to run into common misconceptions when buying a boat and it’s important to do the research to gather as many facts as possible to make the right decision.”

With boats for every lifestyle and budget on the market, first-time buyers should do their homework before shopping. [Discover Boating](#) offers the following advice for those considering getting started in boating:

Determine what, where and who. When deciding on a boat, ask yourself what you want to do with it, where will you be boating and who will be joining you. Research has shown most people get involved in boating to spend quality time with family and friends and nearly 90 percent of Americans live within an hour’s drive of a navigable body of water.

Do your homework. The best place to shop for boats is a boat show. Prior to attending a boat show, stroll around a marina and go boating with friends to find out more about the types of boats, brands and models that meet your needs. [DiscoverBoating.com](#) is an unbiased resource offering tips and information on all boat categories, as well as financing, insurance and a calendar of boat shows.

Find the ideal boat/dealer combination. Select the dealer that goes the extra mile, offering the best deal and ensuring first-rate service after the sale. Depending on the season, ask for a “test drive” to experience first-hand how the boat performs in the water. Like car shopping, test-driving several boat types and sizes will help you make a selection.

Build a budget. According to the NMMA, seventy-four percent of current boat owners have a household income under \$100,000. There are brands and price points to fit individual needs, so determine how much you want to spend before actively looking, so a dealer can recommend models in your price range.

Hone your skills. Complete a boater education course with family members before the boat is launched. Everyone will have more fun with confidence in their abilities as “smart boaters.” Boating safety courses are offered by the U.S. Coast Guard Auxiliary or the U.S. Power Squadron. Classes are typically free, aside from the cost of materials, and can help reduce boat insurance prices.

Find the Seal of Approval. Prospective buyers should look closely at more than a price tag when shopping for a new boat. Find the NMMA Certified label, which ensures the boat meets strict industry product quality standards. A list of NMMA Certified manufacturers can be found on [DiscoverBoating.com](#).

For further boating information, contact Discover Boating’s Kelly Kaylor at kkaylor@nmma.org.

About Discover Boating

Discover Boating is a national awareness campaign developed by the recreational boating industry and managed by the National Marine Manufacturers Association (NMMA.) Discover Boating programs focus on improving the boating experience and building interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle, while helping potential boaters experience why life is better with a boat. Each year approximately 59 million adults in the U.S. enjoy boating. To find out more, visit www.DiscoverBoating.com.