



BUDGET BOATING CAN KEEP FAMILY FINANCES ABOVE WATER

Peak boating season, which begins each May, brings an estimated 59 million adults around the U.S. to the water to go boating with family and friends. Despite perceptions that boating is reserved for the affluent, three out of four owners of the 18 million boats on the water in 2007 had an average household income under \$100,000. Innovations throughout the industry over the past couple of years have created boats for every budget, lifestyle and body of water, not to mention any imaginable activity.

For families looking to chart their course to boat ownership, Discover Boating, the national awareness program on behalf of the recreational boating industry, has developed a comprehensive online resource to answer any boating question and clarify those common misconceptions.

Try the new interactive budget planner on DiscoverBoating.com where it compares boating costs to other popular family activities, including vacations, golf, RVing and sporting events.

For example, a six-day theme park vacation costs a family of four an average of \$3,100 over a year (or \$258 a month). That same family can own a \$15,000 boat for as low as \$158 a month, with an entire summer to be spent on the water for \$100 less per month than week's vacation.

"We're all looking to spend more quality time with family and friends in spite of our busy schedules and financial means – that's where boating offers a unique opportunity," said Keith Ammons, consumer information manager for Discover Boating. "When you start to break down costs associated with our favorite pastimes, boating is an affordable and convenient way to reconnect with family and de-stress."

Those considering getting started in boating can find the following tips and more at DiscoverBoating.com:

- 1) Find the Right Fit.** Most people become boaters to spend more quality time with family and friends, so determine what best suits your family's needs, interests and finances before shopping.
- 2) Do Your Homework.** Boat shows are a great way to compare boat models and brands, while taking advantage of special show pricing and incentives. DiscoverBoating.com is an unbiased online resource with tips and information on all boat types, as well as financing, insurance and a calendar of boat shows.
- 3) Build a Budget.** Find brands and price points to fit your needs by determining how much to spend before actively looking. There are a variety of financing options available with monthly payments for many entry-level boats under \$200 a month.
- 4) Test the Waters.** Visit a local dealer to try before you buy. Dealers can help narrow down choices, suggest options to best fit your budget and take you on a 'test drive' to experience how the boat performs in the water. Like car shopping, test-driving several boat types and sizes will help you make a selection.
- 5) Find the Seal of Approval.** Prospective buyers should look closely at more than a price tag when shopping for a new boat. Look for the NMMA Certified label, to ensure the boat meets strict industry product quality standards. A full list of NMMA Certified boat manufacturers is on DiscoverBoating.com.

For additional buying tips, resources and general information on boating, visit DiscoverBoating.com or 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.