

Sydney International Boat Show 2018 Product Mix Snapshot



HALLS

Brand	Units	Brand cont.	Units	Watercraft	Units
AB Inflatables	1	Matrix	2	Kayak	34
Achilles	12	Micro Cat Pontoon	3	Sailing dinghy	9
Anglapro	5	Moomba	1	SUP	44
Aquamaster	2	Naiad	3	Windsurfer	2
Barcrusher	13	Nautique	7		
Bay Sports	5	Northbank	4	Non-powered craft	89
Bayliner	11	Panache	1		
Blackdog Cat	4	Quintrex	83		
Boston Whaler	11	Raptor	1	PWC	Units
Brig	24	Runaway Pontoon	2		
Camero	4	Sailfish	3	Kawasaki	9 19.1%
Caribbean	1	Scarab	3	Sea-doo	23 48.9%
Chaparral	3	Sea Devil	2	Yamaha Waverunner	15 31.9%
Crownline	3	Sea Fox	2		
Cruisecraft	7	Seafarer	9	Total PWC	47
Edgewater	3	Sealegs	4		
Evolution	1	SeaRay	12		
Extreme	5	Sirocco	12		
Formosa	6	Southern Formula	2		
Formula	7	Stabicraft	6		
Four Winns	4	Stacer	35		
Glastron	4	Stejcraft	5		
Grady White	4	Supra	5		
Haines Signature	8	Surtees	9		
Highfield	18	Wellcraft	5		
Hooker	1	Whittley	5		
Lewis	6	Williams	2		
Mako	1	Yellowfin	1		
Malibu	2	Zodiac	14		
Mastercraft	8				
		Total	427		

Total all vessels		563
Vessel length (m)		
>3	37	8.7%
3-4	42	9.8%
4-5	70	16.4%
5-6	118	27.6%
6-7	107	25.1%
7-8	41	9.6%
>8	12	2.8%
	427	

	Powerband by hp									Units	% OB market
	<10	<25	<40	<60	<100	<150	<200	<300	<400		
Evinrude	0	0	0	5	8	13	4	4	0	34	6.9%
Hidea	4	0	0	0	0	0	0	0	0	4	0.8%
Honda	4	5	4	7	10	17	3	3	0	53	10.7%
Mercury	8	8	14	18	24	59	19	30	20	200	40.3%
Minnkota	11	0	0	0	0	0	0	0	0	11	2.2%
Suzuki	21	5	5	5	11	20	13	8	5	93	18.8%
Tohatsu	9	3	4	4	4	2	3	0	0	29	5.8%
Torqueedo	3	0	0	0	0	0	0	0	0	3	0.6%
Yamaha	4	6	4	6	6	14	14	13	2	69	13.9%
Other (inboard/jet/stern drive)										66	
										Total	562