



For More Information:
Kelly Kaylor, NMMA
312.946.6262
kkaylor@nmma.org

Need a Reason to Discover Boating? *Boating Industry's Awareness Program Offers Top 10 Thought Starters*

Spend quality time with family and friends. Boating connects people like no other – whether cruising along the water with your closest friends or taking your children tubing – boating helps leave stress on land and bond with family and friends in the outdoors. In fact, nearly 80 percent of respondents from a boating habits survey of a 4,200 person sampling of members of the nation's largest boat owners group, [BoatU.S.](#), said spending time boating brings their family closer together.

Make new friends. Nearly 70 percent of respondents from the same survey noted boating has improved their social life. Nearly 66 million American adults went boating in 2009 -- that's quite a few boaters on the water! Boating is an ideal way to meet others passionate about life on the water and to connect with those eager to give it a try. After all, the best two days in a boater's life are every Saturday and Sunday.

Enjoy an affordable leisure activity. Three out of four current boat owners have an average household income under \$100,000. There are many options available for those looking to get started in boating with some new entry-level boats (most commonly 26 feet or under) that can be purchased for \$20,000 or less with financing options that can get you on the water for as little as \$200 per month.*

Find a passport to great activities. Getting on the water is just the start of the fun. Whether you're interested in fishing, wakeboarding, waterskiing or sightseeing, boating is the perfect gateway to a plethora of exciting outdoor activities.

Boating is closer than you think. There are thousands of waterways ideal for boating across the country. In fact, 90 percent of Americans live within an hour's drive of a navigable body of water.

Unlock a lifelong passion. Nearly three out of four current boaters were introduced to the pastime as a child.* Get the whole family involved and introduce a child to a recreational activity can be enjoyed and shared throughout their lives.

Go high-tech on the high seas. Can't get enough of the latest gadgets? New marine accessories, such as GPS navigational systems, fish finders, satellite radio and plasma TVs create the ultimate boating experience for the tech-savvy boater.

Consider the tax break. Depending on the size of your purchase, a boat can be classified as a second home, which may mean big savings at tax time. If your boat is equipped with a galley (kitchen), head (bathroom) and berth (sleeping quarters) it could be classified as a tax-deductible second home. Donating an old boat to charity can also claim a sizeable tax deduction. Talk to your lender to learn more about tax-deductible interest on boat loans.

Create a home away from home. With air-conditioned cabins, state-of-the-art galleys (kitchens), extensive entertainment systems and numerous other convenient features, many boats allow passengers to enjoy the comforts of home while on the water.

Learn the ropes. Getting started in boating is simplified on [DiscoverBoating.com](#), an unbiased resource with helpful information to chart your course. A boater education course, offered locally by marinas around the country, is a great way for you and your passengers to learn the rules of the water before stepping aboard.

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* National Marine Manufacturers Association, 2009 Recreational Boating Statistical Abstract