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YACHTWORLD

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Global Perspective

Year-to-date sales in the combined yacht brokerage market for Europe and the U.S. remained lower through the second quarter of 2016. Compared to the previous year, slow U.S. sales in May and June offset the rally that took place in Europe with sales up 4 percent during the quarter.

These numbers and much more are available in this edition of the *YachtWorld Market Index*. We also spotlight two market regions—the U.K. and Florida—where sales volumes were positive in the second quarter due to gains in very different market segments.

As in previous months, we also provide quarterly sales data on the top brands in the most popular boat classes, both in the U.S. and Europe. We welcome and appreciate your comments and questions as we work to improve the *Index*.

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YachtWorld Managing Editor

GLOBAL BROKERAGE – COMBINED SALES

GLOBAL TOTALS

Q1+2 2015
$2.92 billion
19,648 boats

Q1+2 2016
$2.83 billion
19,349 boats

UNITED STATES

Q1+2 2015
$2.04 billion
15,584 boats

Q1+2 2016
$1.97 billion
15,332 boats

EUROPE

Q1+2 2015
€821 million ($888 million)
4,064 boats

Q1+2 2016
€785 million ($856 million)
4,017 boats

*All sales data in this edition of *YachtWorld Market Index* is derived from SoldBoats, the proprietary database of YachtWorld member brokerages.

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United States: Average Prices Rise as Volume Declines

Despites volume gains in April, downturns in U.S. yacht brokerage sales in May and June pushed the market lower in the second quarter of 2016 compared to 2015. According to YachtWorld member brokerages reporting in SoldBoats, their proprietary database, sales were down 4 percent for the quarter, from 10,143 boats to 9,760 boats sold. For 2016 to date, sales were off 2 percent, with 15,332 boats changing hands.

The total value of boats sold in the second quarter was 1 percent lower, and for the year, $1.97 billion in sales was 3 percent less than in 2015. Average pricing made gains in the second quarter, however, and for the year was down just 2 percent.

Sailboat sales held virtually even for the first six months, with 2,601 boats sold and $198 million changing hands. Powerboat sales declined 4 percent due mainly to softer sales of boats under 35 feet.

Boats under 26 feet and boats 26 to 35 feet were sold in the first quarter at about the same rate as in 2015, but then both size ranges lost momentum. For the year, boats 26 to 35 feet were off 221 boats, with 5,751 sold. Among boats smaller than that, sales declined by 189 boats, with 4,876 boats sold.

In contrast, sales of boats 36 to 45 feet and 46 to 55 feet rose in the second quarter and were ahead for the first six months of the year.

UNITED STATES - OVERALL SALES

OVERALL

BOATS SOLD
Q1+2 2015 - **15,584**
Q1+2 2016 - **15,332**

AVG. DAYS TO SALE
Q1+2 2015 - **268**
Q1+2 2016 - **264**

VALUE OF BOATS SOLD
Q1+2 2015 - **$2.04b**
Q1+2 2016 - **$1.97b**

AVG. BOAT VALUE
Q2 2015 - **$130,605**
Q2 2016 - **$128,430**

POWER

BOATS SOLD
Q1+2 2015 - **12,976**
Q1+2 2016 - **12,731**

AVG. DAYS TO SALE
Q1+2 2015 - **259**
Q1+2 2016 - **253**

VALUE OF BOATS SOLD
Q1+2 2015 - **$1.84b**
Q1+2 2016 - **$1.77b**

AVG. BOAT VALUE
Q1+2 2015 - **$141,666**
Q1+2 2016 - **$139,118**

SAIL

BOATS SOLD
Q1+2 2015 - **2,608**
Q1+2 2016 - **2,601**

AVG. DAYS TO SALE
Q1+2 2015 - **310**
Q1+2 2016 - **322**

VALUE OF BOATS SOLD
Q1+2 2015 - **$197.1m**
Q1+2 2016 - **$198.0m**

AVG. BOAT VALUE
Q1+2 2015 - **$75,573**
Q1+2 2016 - **$76,111**

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Europe: Spring Sales Growth Lifts Market

An increase in boat sales in Europe during the second quarter nearly balanced out the yacht brokerage market's slow start in the first quarter. A 98-boat increase in second quarter 2016 sales brought annual sales for the first half of the year to 3,929 boats, 1 percent less than in 2015.

According to YachtWorld member brokerages reporting in SoldBoats, their proprietary database, the increase in total price paid outpaced the rise in volume. Second-quarter total value was € 295 million, up 14 percent, and for the year to date, € 503 million, a 5 percent gain.

The principal segment responsible for market growth was the power side, which reported 1,289 second-quarter sales, a 93-boat increase — welcome news to powerboat brokers after a tough first quarter. Year to date, power sales were lower by 5 percent.

Brokerages doing business in the sail sector did well in the first quarter and held even with 2015 in the second quarter. For the year to date, 1,894 sailboats changed hands, a 5 percent increase.

By length, the strength of the market was among boats 36 to 45 feet, which gained 12 percent for the quarter and 8 percent for the first half of 2016. The total price paid for boats in the category was up 5 percent for the year, but average prices slipped 3 percent.

Balancing out these gains were 100 fewer sales of boats 26 to 35 feet, a 7 percent dip compared to the first half of 2015.

EUROPE - OVERALL SALES

OVERALL

BOATS SOLD
Q1+2 2015 - **4,064**
Q1+2 2016 - **4,017**

AVG. DAYS TO SALE
Q1+2 2015 - **363**
Q1+2 2016 - **348**

VALUE OF BOATS SOLD
Q1+2 2015 - **€820.7m**
Q1+2 2016 - **€785.3m**

AVG. BOAT VALUE
Q1+2 2015 - **€201,942**
Q1+2 2016 - **€195,484**

POWER

BOATS SOLD
Q1+2 2015 - **2,243**
Q1+2 2016 - **2,116**

AVG. DAYS TO SALE
Q1+2 2015 - **358**
Q1+2 2016 - **345**

VALUE OF BOATS SOLD
Q1+2 2015 - **€634.5m**
Q1+2 2016 - **€593.4m**

AVG. BOAT VALUE
Q1+2 2015 - **€282,866**
Q1+2 2016 - **€280,424**

SAIL

BOATS SOLD
Q1+2 2015 - **1,821**
Q1+2 2016 - **1,901**

AVG. DAYS TO SALE
Q1+2 2015 - **371**
Q1+2 2016 - **351**

VALUE OF BOATS SOLD
Q1+2 2015 - **€186.2m**
Q1+2 2016 - **€191.9m**

AVG. BOAT VALUE
Q1+2 2015 - **€102,266**
Q1+2 2016 - **€100,937**

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Florida: Volume Growth in Small Boats and Superyachts

In an overall sense, SoldBoats reports by YachtWorld member brokerages in Florida indicated modest growth of 1 percent in the second quarter and 3 percent year to date, compared to 2015. A total of 3,359 boats were reported sold in the six-month period compared to 3,256 a year earlier.

Reviewed by market segment, the data told a more dynamic story, in which powerboat sales rose 6 percent and sailboat sales fell 13 percent. Seven out of eight boats sold in Florida were powerboats, a proportion that has grown in recent years.

Perhaps more significant was the increase in sales of both small boats under 26 feet and the largest, 80 feet and longer. In the first category, the trend was consistent across both first and second quarters, and after six months 923 boats were reported sold, up from 767 in 2015. Among superyachts, sales increased by 11 boats through June, a 19 percent gain.

Florida brokers reported fewer sales in all segments between 26 and 79 feet during the second quarter, as well as year to date. The 46- to 55-foot range experienced the largest decline on a percentage basis, down 12 percent in the second quarter and 8 percent for the first half of 2016.

Pricing held up through the first two quarters, with the average sold price gaining 4 percent. Most segments registered a 6 percent gain compared with 2015. The exception was among boats 56 to 79 feet, which reported an average price that was 7 percent lower.

FLORIDA - OVERALL SALES

OVERALL

BOATS SOLD
Q1+2 2015 - **3,256**

Q1+2 2016 - **3,359**

AVG. DAYS TO SALE
Q1+2 2015 - **238**

Q1+2 2016 - **219**

VALUE OF BOATS SOLD
Q1+2 2015 - **$875.0m**

Q1+2 2016 - **$935.9m**

AVG. BOAT VALUE
Q1+2 2015 - **$268,723**

Q1+2 2016 - **$278,628**

POWER

BOATS SOLD
Q1+2 2015 - **2,831**

Q1+2 2016 - **2,990**

AVG. DAYS TO SALE
Q1+2 2015 - **234**

Q1+2 2016 - **211**

VALUE OF BOATS SOLD
Q1+2 2015 - **$823.2m**

Q1+2 2016 - **$894.4m**

AVG. BOAT VALUE
Q1+2 2015 - **$290,797**

Q1+2 2016 - **$299,139**

SAIL

BOATS SOLD
Q1+2 2015 - **425**

Q1+2 2016 - **369**

AVG. DAYS TO SALE
Q1+2 2015 - **266**

Q1+2 2016 - **283**

VALUE OF BOATS SOLD
Q1+2 2015 - **$51.7m**

Q1+2 2016 - **$41.5m**

AVG. BOAT VALUE
Q1+2 2015 - **$121,688**

Q1+2 2016 - **$112,429**

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United Kingdom: Improving Sales among Mid-Sized Yachts

Yacht brokerage sales in the UK rebounded in the second quarter after a weak first quarter. Brokers reported 1,058 boats sold in the quarter, which lifted their 2016 total to 1,742, nearly an exact match of their mid-year sales total in 2015. For the six-month period, UK brokers reported sales of £95.4 million to SoldBoats, their proprietary database; this was an increase of £7 million over 2015.

The rise in the market was spearheaded by double-digit percentage gains in both sail and power during the second quarter. For the year, the power segment lagged behind 2015 by 3 percent, with 989 boats sold. The sail category gained 5 percent, with 753 boats sold. In a twist, despite slower sales than in 2015, the average days needed to sell a powerboat in the period decreased from 305 a year earlier to 289. In contrast, sailboats required 330 days to sell, an increase from 307.

The sale of boats 36 to 45 feet gave the market the strongest boost in the second quarter, with 224 boats sold, a 46 percent increase. Boats 46 to 55 feet also sold better, with 44 boats sold, a 29 percent gain. For the year to date, sales increased in those two categories by 21 and 11 percent, respectively. The weakest range was boats 26 to 35 feet, where sales were down from 785 to 731, a 7 percent drop.

The average sold price in most size ranges increased by double-digit percentages during 2016 through June. The exception was boats 36 to 45 feet, which experienced a 4 percent decline, even as sales volume was strong.

UNITED KINGDOM - OVERALL SALES

OVERALL

BOATS SOLD
Q1+2 2015 - 1,740
Q1+2 2016 - 1,742

AVG. DAYS TO SALE
Q1+2 2015 - 306
Q1+2 2016 - 307

VALUE OF BOATS SOLD
Q1+2 2015 - £88.4m
Q1+2 2016 - £95.4m

AVG. BOAT VALUE
Q1+2 2015 - £50,790
Q1+2 2016 - £54,781

POWER

BOATS SOLD
Q1+2 2015 - 1,021
Q1+2 2016 - 989

AVG. DAYS TO SALE
Q1+2 2015 - 305
Q1+2 2016 - 289

VALUE OF BOATS SOLD
Q1+2 2015 - £58.6m
Q1+2 2016 - £63.7m

AVG. BOAT VALUE
Q1+2 2015 - £57,352
Q1+2 2016 - £64,396

SAIL

BOATS SOLD
Q1+2 2015 - 719
Q1+2 2016 - 753

AVG. DAYS TO SALE
Q1+2 2015 - 307
Q1+2 2016 - 330

VALUE OF BOATS SOLD
Q1+2 2015 - £29.8m
Q1+2 2016 - £31.7m

AVG. BOAT VALUE
Q1+2 2015 - £41,472
Q1+2 2016 - £42,153

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UNITED STATES - TOP BRANDS & CLASSES

- POWER CRUISER
- CENTER CONSOLE
- EXPRESS CRUISER
- SALTWATER FISHING
- MOTORYACHT
- SAIL CRUISER
- BOWRIDER
- SPORTFISHING
- RACING/HIGH PERFORMANCE
- CRUISER/RACER

UNITED STATES - TOP BRANDS & CLASSES Q2

Power Cruiser

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Sea Ray	440	$30,026,011	$68,241	252	31	2003
Bayliner	88	$2,504,389	$28,459	243	28	2002
Formula	64	$7,221,833	$112,841	270	34	2005
Chaparral	60	$2,884,052	$48,068	267	28	2004
Regal	52	$3,231,750	$62,149	367	31	2004
Four Winns	49	$1,702,555	$34,746	442	28	2002
Maxum	45	$1,188,550	$26,412	279	29	2000
Carver	42	$4,112,249	$97,911	387	37	1998
Rinker	42	$2,239,569	$53,323	287	31	2005
Tiara	40	$5,678,700	$141,968	244	35	2001
All Makes	1,307	$100,146,228	$76,623	272	31	2002

This class regained position as the No. 1 seller after being out-sold in Q1 by Center Consoles. One third of those sold were Sea Ray models.

Center Console

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Boston Whaler	71	$2,609,834	$36,758	126	20	2002
Grady-White	46	$2,848,569	$61,925	132	24	2004
Regulator	38	$4,453,402	$117,195	153	27	2009
Everglades	34	$4,200,487	$123,544	204	28	2011
Sea Hunt	33	$1,120,272	$33,948	163	22	2010
Pro-Line	30	$712,005	$23,734	185	24	2002
Century	28	$1,366,350	$48,798	202	25	2007
Key West	26	$817,257	$31,433	145	21	2009
Sea Fox	22	$1,290,541	$58,661	150	24	2013
Robalo	21	$1,081,641	$51,507	163	22	2010
All Makes	982	$60,373,680	$61,480	162	25	2007

Grady-White and Boston Whaler models sold fastest in this class, in addition to being most popular.

Express Cruiser

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Sea Ray	271	$23,557,783	$86,929	357	35	1999
Tiara	62	$8,838,920	$142,563	429	35	2000
Rinker	43	$1,688,452	$39,266	280	30	2004
Regal	39	$2,731,680	$70,043	249	30	2003
Cruisers Yachts	36	$4,654,475	$129,291	321	37	2003
Bayliner	33	$619,480	$18,772	351	28	1999
Formula	29	$2,683,762	$92,544	428	36	2001
Chaparral	26	$1,283,860	$49,379	345	30	2004
Maxum	23	$1,013,000	$44,043	379	33	2000
Four Winns	19	$1,430,900	$75,311	501	32	2004
All Makes	793	$75,484,663	$95,189	350	34	2000

From Q1 to Q2, Express Cruiser class sales jumped from sixth to third. The average final price dropped more than 10 percent and average days for sale increased by 60 days.

Saltwater Fishing

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Boston Whaler	67	$4,491,725	$67,041	164	25	2007
Pursuit	59	$6,808,339	$115,396	243	29	2007
Grady-White	59	$4,168,592	$70,654	156	26	2005
Wellcraft	28	$1,005,671	$35,917	245	25	2005
Sailfish	26	$947,800	$36,454	125	24	2006
Sea Hunt	25	$888,401	$35,536	57	22	2011
Regulator	22	$2,362,532	$107,388	123	28	2009
Scout Boats	21	$1,090,250	$51,917	140	23	2009
Contender	20	$1,979,000	$98,950	119	30	2008
Luhrs	19	$1,476,064	$77,688	298	33	2001
All Makes	790	$52,405,989	$66,337	179	26	2005

In Q2, Boston Whaler displaced Grady-White as the top seller, and the average final price of a boat sold in the class increased from $63,704 to $66,337.

UNITED STATES - TOP BRANDS & CLASSES Q2

Motoryacht

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Sea Ray	100	$22,723,850	$227,239	257	44	2002
Carver	69	$9,327,982	$135,188	407	41	1999
Silverton	55	$6,462,345	$117,497	383	39	2001
Bayliner	50	$5,198,343	$103,967	324	40	1994
Meridian	37	$8,193,750	$221,453	270	41	2006
Hatteras	34	$14,234,500	$418,662	337	54	1987
Cruisers Yachts	29	$5,161,350	$177,978	333	42	2003
Azimut	15	$8,111,500	$540,767	247	54	2003
Maxum	12	$1,071,500	$89,292	437	41	2000
Prestige	11	$15,758,000	$1,432,545	310	54	2016
All Makes	696	$399,251,158	$573,637	352	48	1998

Silverton models moved from sixth to third most sold in this class between Q1 and Q2. Sea Ray and Azimut were the fastest sellers.

Sail Cruiser

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Hunter	114	$8,338,487	$73,145	314	36	1999
Catalina	99	$6,008,224	$60,689	250	33	1995
Beneteau	87	$10,933,490	$125,672	339	39	2003
Pearson	23	$729,295	$31,708	267	33	1982
Jeanneau	21	$2,889,044	$137,574	467	39	2004
Island Packet	16	$2,043,700	$127,731	385	35	1993
Pacific Seacraft	14	$824,800	$58,914	227	27	1990
Tartan	10	$1,029,114	$102,911	286	36	1991
Sabre	9	$733,400	$81,489	296	35	1988
Irwin	9	$218,000	$24,222	224	36	1981
All Makes	634	$52,980,156	$83,565	344	36	1994

Nearly half of these boats sold were Hunter, Catalina and Beneteau. Compared to Q1, sail cruisers took 20 days longer to sell and averaged nearly $8,000 more each.

Bowrider

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Sea Ray	112	$3,293,978	$29,411	239	23	2006
Chaparral	68	$3,123,299	$45,931	157	24	2009
Hurricane	33	$890,195	$26,976	130	21	2011
Bayliner	30	$381,971	$12,732	202	19	2008
Cobalt	25	$1,412,384	$56,495	145	26	2009
Four Winns	24	$560,595	$23,358	171	22	2004
Monterey	21	$741,342	$35,302	231	24	2009
Glastron	18	$223,093	$12,394	174	19	2005
Crownline	18	$522,395	$29,022	139	23	2006
Regal	17	$644,378	$37,905	323	24	2007
All Makes	557	$18,734,780	$33,635	185	23	2007

As in Q1, the top-selling brands were by Sea Ray, Chaparral, Hurricane, and Bayliner, with Cobalt moving up to No. 5. Hurricane models were newest and fastest to sell.

Sportfishing

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Viking	30	$23,514,000	$783,800	326	51	2002
Bertram	19	$2,544,650	$133,929	586	36	1984
Pursuit	14	$1,217,301	$86,950	111	29	2007
Luhrs	13	$971,494	$74,730	331	33	2000
Blackfin	13	$635,820	$48,909	285	31	1992
Hatteras	11	$3,056,000	$277,818	412	52	1989
Ocean Yachts	11	$3,034,000	$275,818	441	48	1999
Grady-White	10	$653,400	$65,340	152	29	2002
Carolina Classic	9	$565,700	$62,856	308	26	2004
Tiara	9	$947,520	$105,280	435	35	1999
All Makes	391	$99,552,090	$254,609	326	36	1999

Bertram models rose to the No. 2 spot behind Viking as most-sold in this class in Q2. They were also the oldest models in the class—most dating from the ‘80s.

UNITED STATES - TOP BRANDS & CLASSES Q2

Racing/High Performance

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Axis	25	$1,544,890	$61,796	155	23	2015
Malibu	24	$1,481,855	$61,744	114	23	2009
Cigarette	22	$9,809,000	$445,864	21	41	2010
Formula	21	$1,074,450	$51,164	382	33	2000
Fountain	20	$1,641,500	$82,075	338	39	2002
Baja	14	$573,500	$40,964	360	33	2000
Donzi	10	$799,200	$79,920	162	34	2000
Mastercraft	9	$393,490	$43,721	176	23	2007
Sunsation	8	$1,512,900	$189,113	117	35	2011
Sea Ray	8	$201,100	$25,138	282	25	1999
All Makes	317	$30,999,032	$97,789	178	28	2005

This class of mixed speed and tow boats was led by sister brands, Axis and Malibu. Cigarette models were the longest and sold for the highest average price.

Cruiser/Racer

MAKE	BOATS SOLD	USD TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Catalina	60	$4,194,150	$69,903	349	33	1997
Beneteau	45	$4,541,650	$100,926	265	36	2002
Hunter	20	$720,900	$36,045	256	34	1991
J Boats	19	$1,793,000	$94,368	214	35	1998
Tartan	17	$1,199,000	$70,529	258	35	1989
Pearson	14	$339,400	$24,243	285	33	1980
Jeanneau	12	$1,896,500	$158,042	339	41	2006
C&C	11	$321,010	$29,183	743	33	1983
Cal	9	$128,700	$14,300	382	32	1980
Sabre	8	$506,900	$63,363	232	36	1986
All Makes	306	$21,357,860	$69,797	329	35	1992

Catalina and Beneteau were top-selling brands in this dual-purpose sail class. Jeanneau models were typically the newest and longest boats sold in the quarter.

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EUROPE - TOP BRANDS & CLASSES

SAIL CRUISER
POWER CRUISER
MOTORYACHT
CRUISER/RACER
FLYBRIDGE
SPORTS CRUISER

EUROPE - TOP BRANDS & CLASSES Q2

Sail Cruiser

MAKE	BOATS SOLD	EUR TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Beneteau	93	€7,787,200	€83,733	311	38	2003
Jeanneau	81	€7,406,231	€91,435	330	37	2004
Bavaria	57	€4,135,557	€72,554	283	37	2006
Dufour	26	€2,266,059	€87,156	260	37	2001
Westerly	26	€550,054	€21,156	280	30	1981
Moody	24	€1,070,955	€44,623	373	34	1989
Hanse	22	€2,033,073	€92,412	348	36	2008
Hunter	17	€560,769	€32,986	272	30	1996
Najad	14	€2,890,721	€206,480	542	40	2000
Hallberg-Rassy	14	€2,780,251	€198,589	550	40	1997
All Makes	596	€50,688,603	€85,048	338	36	1998

Beneteau moved ahead of Jeanneau as top-sold sail cruiser brand from Q1 to Q2. Hanse and Bavaria models were newest; the most expensive were Najad and Hallberg-Rassy.

Power Cruiser

MAKE	BOATS SOLD	EUR TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Jeanneau	37	€3,663,604	€99,016	256	30	2009
Sealine	29	€4,352,052	€150,071	385	36	2005
Beneteau	24	€1,934,881	€80,620	241	31	2006
Fairline	21	€6,582,704	€313,462	318	42	2004
Bayliner	12	€547,142	€45,595	301	26	2005
Interboat	11	€492,758	€44,796	200	23	2011
Princess	10	€5,673,837	€567,384	493	47	2002
Rinker	9	€336,640	€37,404	214	28	2006
Sessa	6	€431,511	€71,919	133	32	2006
Azimut	5	€1,678,000	€335,600	523	53	2003
All Makes	377	€55,150,656	€146,288	318	34	2002

Four top-10 brands were not ranked in Q1: Interboat, Rinker, Sessa, and Azimut. Newest of all models were Interboat from the Netherlands. Jeanneau remained the No. 1 seller.

Motoryacht

MAKE	BOATS SOLD	EUR TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Sunseeker	33	€22,689,203	€687,552	376	61	2004
Princess	27	€14,087,154	€521,746	319	52	2006
Fairline	26	€7,383,479	€283,980	417	46	2003
Sealine	17	€3,198,133	€188,125	311	40	2004
Jeanneau	8	€618,507	€77,313	733	33	2007
Riva	6	€7,308,000	€1,218,000	531	60	1998
Sea Ray	6	€640,272	€106,712	486	41	2002
Sanlorenzo	5	€12,730,000	€2,546,000	692	83	2004
Ferretti Yachts	5	€3,490,000	€698,000	938	64	2004
Azimut	4	€7,455,000	€1,863,750	733	87	2008
All Makes	257	€ 139,672,412	€ 543,472	421	51	2003

Sunseeker supplanted Princess as top-sold brand in Q2 with Fairline rising to third ahead of Sealine. Newest models sold were by Azimut, Jeanneau, and Princess.

Cruiser/Racer

MAKE	BOATS SOLD	EUR TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Beneteau	26	€1,449,149	€55,737	256	33	2006
Hanse	13	€1,515,409	€116,570	226	40	2008
X-Yachts	12	€1,339,008	€111,584	232	38	1997
Jeanneau	11	€782,454	€71,132	268	35	2004
Dehler	11	€824,148	€74,923	507	35	1998
Elan	10	€718,205	€71,821	510	34	2007
Bavaria	9	€505,376	€56,153	318	37	2003
Grand Soleil	6	€1,139,000	€189,833	240	42	2006
Dufour	5	€434,184	€86,837	678	37	2008
J Boats	5	€435,258	€87,052	116	34	2007
All Makes	175	€17,023,424	€97,277	356	36	2000

Beneteau and Hanse moved ahead of X-Yachts as most-sold brands in Q2. The two brands also sold many of the newest models, along with Elan, Dufour and J/Boats.

EUROPE - TOP BRANDS & CLASSES Q2

Flybridge

MAKE	BOATS SOLD	EUR TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Princess	25	€9,272,823	€370,913	476	51	2001
Fairline	21	€5,707,268	€271,775	359	46	1999
Sealine	14	€1,797,141	€128,367	424	40	2000
Azimut	7	€5,770,169	€824,310	637	57	2006
Sunseeker	7	€3,251,692	€464,527	209	60	2004
Jeanneau	6	€1,191,480	€198,580	217	38	2009
Nord West	4	€1,126,996	€281,749	219	41	2006
Beneteau	4	€398,998	€99,750	376	35	2007
Astondoa	3	€300,000	€100,000	1,178	47	1998
Rodman	2	€230,734	€115,367	181	40	2006
All Makes	127	€52,488,530	€413,296	389	49	2001

Princess and Fairline models were best sellers in this category in Q2. Azimut models were most expensive, by far, and second to Sunseeker models in length.

Sports Cruiser

MAKE	BOATS SOLD	EUR TOTAL	AVG PRICE	AVG DAYS/SALE	MEDIAN LENGTH	MEDIAN YEAR
Bayliner	10	€352,836	€35,284	147	27	2003
Fairline	9	€2,078,376	€230,931	222	39	2003
Sealine	9	€621,649	€69,072	75	32	1999
Jeanneau	7	€290,081	€41,440	146	24	2008
Beneteau	6	€566,662	€94,444	255	30	2010
Sunseeker	5	€806,667	€161,333	698	41	2001
Bavaria	5	€503,569	€100,714	301	32	2009
Windy	5	€298,919	€59,784	219	30	2001
Maxum	5	€229,947	€45,989	95	27	2005
Sea Ray	5	€185,187	€37,037	384	30	2001
All Makes	115	€11,870,984	€103,226	257	31	2004

Bayliner edged out Fairline and Sealine as top-selling brand in this class. Fairline models sold were most expensive. Bavaria and Jeanneau models were the newest.

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