

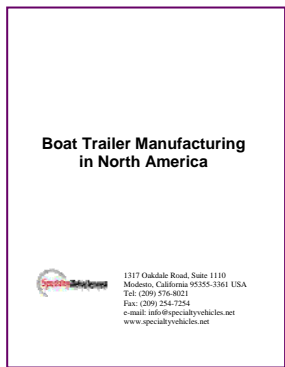
Boat Trailer Manufacturing in North America

Size, segmentation, competition, growth and trends underlying the manufacture of boat & personal watercraft trailers for recreational use in North America

Comprehensive information developed through rigorous analysis on a complex industry involving boat and personal watercraft trailers

Analysis

- Production estimates in units and dollars
- Competitive review
- Key trends & developments
- Demand drivers
- Key external environmental and regulatory influences
- Export data
- Outlook and forecast



The only independently-researched report of its kind that evaluates the business of boat trailer manufacturing in North America by reference to each type of boat trailer:

- **Standard Boat Trailers**
- **Custom Boat Trailers**
- **Personal Watercraft Trailers**

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- Competitive industry picture on identified manufacturers in the United States and Canada, with:
 - Market shares
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 - Strategies/strengths/weaknesses

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Boat Trailer Manufacturing in North America

ABOUT THIS REPORT

The majority of boat and personal watercraft trailers in North America are manufactured as standard units, and in the main are of simple aluminum or steel frame design. However, there is a significant specialized niche within the industry that focuses on the custom boat category, in which the trailer is made to fit a specific model of boat or personal watercraft. This is common with upscale boat builders that provide a complete package off the lot for their customers, by matching a custom trailer specifically to the delivered custom unit.

This is a highly fragmented activity, with over 60 players identified in this report, with a total production value of \$450 million at manufacturers' prices. Leading companies produce a disproportionate number of the total units, and have multiple manufacturing facilities. However, there are numerous smaller regional players that will provide opportunities for consolidation. There are relatively few entry barriers for small local fabricators to set up shop and go into small-scale production.

Being that these products are targeted to consumers for recreational use, consumer discretionary expenditures are the key driving factor, and these products are highly vulnerable to economic cyclicalities, in common with the trailer and towing industries of which this product is a sub-segment.

This report breaks out production estimates in units and dollars for each manufacturer, to arrive at the total production in North America. Information is presented to highlight trends, and manufacturer profiles further shed light on the overall structure and dynamics of the production of these units.

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This is the only report of its kind on this subject, prepared by a publishing/consulting firm whose principals have 25+ years of industry knowledge and experience. The report can be put to immediate use for market and sales planning, competitive analysis, bank financing submissions, strategic acquisitions targeting, and private equity M & A.

METHODOLOGY

- Perusal of all relevant trade publications.
- Financial information searches from national and local sources, including several specialized directories.
- Extensive utilization of Internet research tools.
- Analysis of product literature and technical data from individual manufacturers and from general industry sources.
- Interactive contact(s) with industry participants.

· Experience · Integrity · Skills · in Researching Global OE Vehicular, Body, Engine, Equipment, Trailer, Component & Related Industries

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I. COMPANY PROFILES

5 Starr Trailers	McClain Trailers Inc
Aluma-Weld Inc.	Metal Fabrication Inc.
Amera Trail Inc.	Midwest Industries Inc. (ShoreLand'r)
Baker Trailers	Nationwide Trailer Co.
Bear Trailer Mfg.	Nordic Boats Trailer Division
Boat Mate Trailers Inc.	North River Boats, Inc.
Boatmaster Trailers	Pacific Boat Trailers
Boatwheels	Phoenix Trailers, LLC
Com-Fab Inc.	Prestige Trailers, Inc.
Continental Trailers (Waterland Mfg. Inc.)	Ram-Lin Custom Trailers, Inc.
deCoste Equipement	Ranger Boats
DHM Enterprises Inc.	Road King Trailers, Inc
Eagle Trailers Inc. (HLT, Ltd.)	Roadrunner Trailers of Texas, Inc.
Extreme Custom Trailers	Rocket Trailers Corp.
E-Z Loader Boat Trailers Inc.	Rogue Industries, Inc.
E-Z Loader Custom Boat Trailers Inc.	Ryan Trailers
Four Winns	SC Trailers (Stratos Boats Inc.)
G&M Trailers Inc.	Sport Boat Trailers
Heritage Custom Trailers	Tennessee Trailers Inc.
Hostar Marine Transport Systems Inc.	Tidewater Trailers
Integrity Trailers	Trail-Rite, Inc.
J. Q. Tex Inc.	Trailers by Dorsey, Inc.
Karavan Trailers	Trailex Inc.
King Trailers Inc.	TrailStar Trailers
Kropf Industrial Inc.	Triad Trailers LLC
Load Rite Trailers Inc.	Tricker Trailers
Loadmaster Aluminum Boat Trailers	Tuff Trailer Ltd. (Magnum Trailers Co. Inc.)
Loadmaster Trailer Co. Ltd.	V/M Custom Trailers
Magic Tilt Trailers Inc.	Venture Trailers Inc.
Magnum Trailers Inc.	Yacht Club Trailers
Marine Master Trailers (Phoenix Trailers, LLC)	

HOW THIS REPORT IS ORGANIZED

Boat Trailer Manufacturing in North America

Size, segmentation, competition, growth and trends underlying the manufacture of boat & personal watercraft trailers for recreational use in North America

A. SCOPE & METHODOLOGY defines the coverage of the report and outlines the **methodology**, **assumptions** and **sources** used in compiling the research.

B. PRODUCT OVERVIEW describes the various types of boat trailers, including **pricing**, **size** and **material** considerations.

C. MARKET ANALYSIS provides estimated **production** and **competitive shares** in units and dollars for the entire North American boat trailer market. This section addresses the **regional nature** of these products, with locations, production numbers and values for each region illustrated by tables and charts.

D. ESTIMATED PRODUCTION & COMPETITIVE SHARES BY PRODUCT TYPE IN UNITS & DOLLARS provides individual analysis of each of the three product categories, in terms of **unit volumes**, **estimated sales values**, **identification of top producers**, **pricing** and **unit sizes**.

E. COMPETITIVE REVIEW briefly describes the **challenges** facing **major manufacturers** in this market segment.

F. MARKET SCENARIO describes relevant aspects of the marketplace for each type of unit, including **recent developments and trends**, **key demand drivers**, **applications**, **customers**, and **distribution channels**.

G. OUTLOOK & FORECAST offers **SVN's predictions** for the immediate future of the boat trailer industry.

H. INDUSTRY STRUCTURE & MANUFACTURER DATA is a **tabulation** that correlates **employment**, **plant size** and **sales** at each company, to arrive at a bird's eye view of the underlying industry structure. **Web addresses of manufacturers** are provided as a convenience to users wishing to access additional information on each company.

I. COMPANY PROFILES, based on a mix of interviews and/or other information, seek to describe company operations in a way that adds immeasurably to the overall understanding of this industry. All identified players in the United States and Canada are featured as a profile, with the larger, more important companies carrying a higher degree of detail.

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