

# MarineLink™

The single source of boat-builder production, engine installation and forecast data.



**MarineLink™** is an extensive database that provides detailed production data on the most important builders of pleasure boats in Europe and North America. It includes data on super yachts, motor yachts, sailboats, sports cruisers and other pleasure boats. Data identifies engine suppliers and boat builders and includes installation information by engine model and specifications.

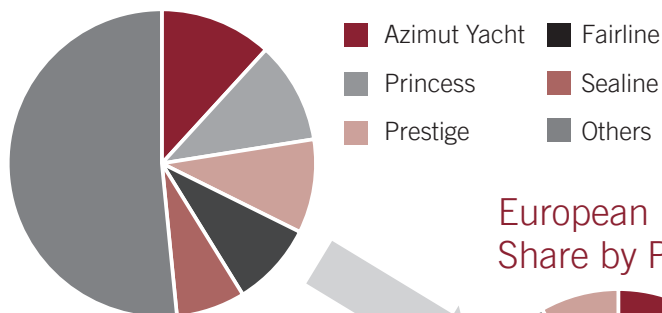
**MarineLink™** details include:

- Boat builder name, region and country
- Vessel and drive type
- Engine supplier and model
- Power range, horsepower and RPM

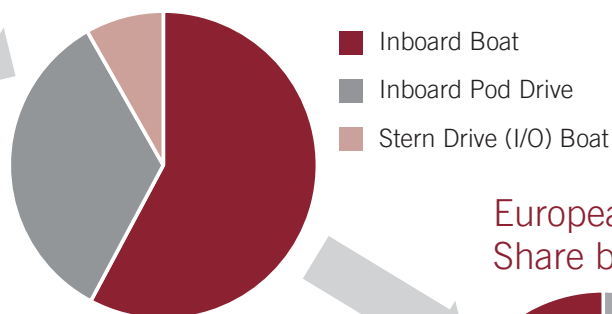


Now, it's easy to find the data at the level of detail you require.

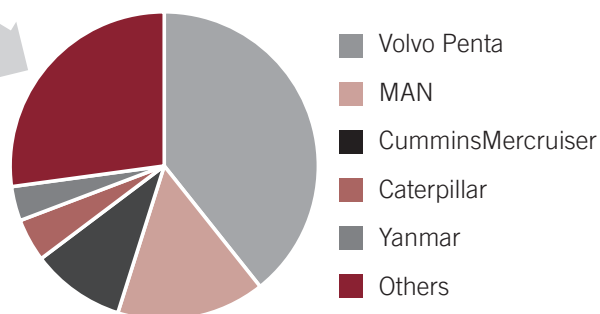
## European Motoryacht Share by Boat Brand



## European Motoryacht Share by Propulsion Type



## European Motoryacht Share by Engine Supplier



## Simple as 1, 2, 3

The **MarineLink™** database is user friendly. If you can use Excel™ or QlikView, you can use MarineLink™. It's as simple as 1, 2, 3.

### 1. Define your parameters.

For example: How many motoryachts are produced in Europe by brand?

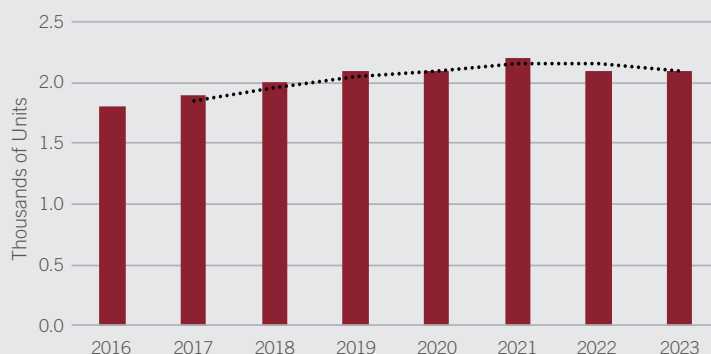
### 2. Narrow your search by country and application:

Europe and motoryachts.

### 3. Produce your report and evaluate your information:

Europe, motoryachts, boat builders, brand, engine supplier, and production numbers.

## Motoryacht Production Trend - Europe



## A powerful tool

**MarineLink™** provides production details on more than 400 boat builders in Europe and North America to help you evaluate market opportunities for future growth. The forecast data is developed using Power Systems Research proven methodology that combines regional macro-economic factors with hands-on knowledge of the pleasure boat industry.

### **MarineLink™ enables you to:**

- Create customized reports
- Determine the engine installation market size
- Project component requirements for builders of pleasure boats
- Evaluate trends in propulsion types and penetration of new technologies

## Valuable engine detail

**MarineLink™** provides valuable detail on boat-builders and engine installation history by engine supplier. Data represents the leading boat-builder brands including Benneateau, Ferretti and Sunseeker.

The data also includes engine suppliers including Caterpillar, Cummins Mercruiser, MTU and others that together supply 90% of the market by unit volume.

## An effective planning resource

**MarineLink™** is a powerful resource for developing successful marketing strategies and plans. It provides in-depth analysis for identifying market opportunities, determining market share, analyzing production trends, benchmarking production processes, comparing original equipment manufacturer (OEM) model specifications and monitoring key competitors.



**Power Systems Research provides strategic and forecasting analysis**



**MarineLink™ provides detailed views of overall market performance**



**MarineLink™ helps you understand product line potential**





**Power Systems Research is a worldwide leader in providing production and business information and forecasting for power equipment.**

## Fulfilling your information needs

Power Systems Research has been providing world class business and market intelligence on power equipment to industry leaders for more than 40 years. A comprehensive range of database products and strategic analysis services is available to meet your planning needs.

### Industry Databases

- EnginLink™
- OE Link™
- CV Link™
- PartsLink™

### Syndicated Surveys

- PowerTracker™

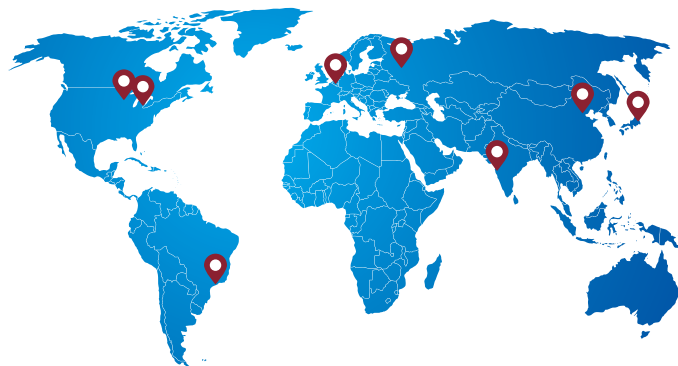
### Related Products and Services

- Proprietary market studies
- Customer satisfaction surveys
- M&A due diligence support

## Your long-term partner

When you engage the resources of Power Systems Research, we become part of your team. Because we are deeply involved in the industry every day, our learning curve is minimized. We have the resources to become an extension of your initiative, and this seamless collaboration produces useful, actionable results. Dependable customer experience touches every aspect of our relationship.

For more information about Power Systems Research, visit [www.powersys.com](http://www.powersys.com).



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