



**METRO**  
**BOAT SHOW**  
September 13–16, 2018  
Lake St. Clair Metropark

## For Immediate Release

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### Boat dealers are expanding as boat sales increase in Michigan

**Livonia, Mich., August 23, 2018** – Boat, motor, trailer and accessory sales in Michigan, and across the country, are at an all-time high, with more than \$981 million spent in Michigan and \$39 billion spent across the country. An increase of 12% in Michigan and 6.5% in the U.S. over sales in 2016, according to statistics recently released by the National Marine Manufacturers Association (NMMA).

“There are a few factors we attribute to the growth of the industry,” said MBIA Executive Director and Show Manager Nicki Polan. “Pent up demand from the recession, millennials are starting to buy, consumer confidence remains high, gas prices remain low, interest rates are low – it’s a perfect storm!”

Responding to the demand of sales and service activity increasing, local dealers are expanding and adding new locations. Wilson Marine, with headquarters in Brighton, Mich., now has seven locations. Adding its latest in Wixom, Mich. off I-96 with more than 33,000 sq. ft. for a showroom and 9 acres to hold plenty of inventory for the dealer.

“It is great to see the industry rebounding after lows experienced in 2008-10. All facets of boating seem to be increasing,” said Debi Schroeder, controller at Wilson Marine. “While for years it has been primarily a pontoon market we have recently, in the last 18 months, seen an increase in the other segments, such as fishing and fiberglass sport boats/cruisers.”

SkipperBud’s, headquartered in Illinois, is another dealer that has recently added another new location that is a full-service complete marine complex in Waterford, totaling six locations in Michigan and eighteen throughout the Midwest.

“There are two lifestyles that are fueling and bringing growth to the industry, at least locally – the popularity of wake surfing, and the progression of horsepower and luxury in the pontoon world (tri-toons),” said Sales Manager at SkipperBud’s Cass Lake Marina Chris Somers.

“We are also finally seeing growth in fiberglass runabouts and larger fiberglass bowriders that did not rebound as quick after the great slowdown era of 2008-2012,” said Somers. “Day boating on Lake St. Clair and the Great Lakes has been a continued growth area I don’t see slowing any time soon.”

As larger boats sales increase, Grand Pointe Marina, headquartered in Lansing on the Grand River, also added a third location in Harrison Township within the last year to be able to demo boats on Lake St. Clair.

“I think it is our industry’s goal and duty to get younger families continually involved in boating,” said Chris Steven, general manager of Grand Pointe Marina. “Time and discretionary income are the largest hindrance. Making boating easy, fun, and relaxing is the key for customer retention and the invitation to new boaters.”

Campaigns by MBIA in Michigan and associations across the country promote boating to a more diverse and younger demographic, citing the affordability and benefits of boating with friends and families.

Nearly one million boats are registered with the Secretary of State in Michigan. Plus, 650,000 legally non-registered boats, including non-motorized canoes and kayaks. The Great Lakes region accounts for 27.3 percent of boats registered in 2017. With the most boats per capita, one registered boat for every 6.2 households, according to the NMMA.

While the growth seen by the industry is tremendous, dealers are watchful. "I think we will continue to have growth in the near outlook, but I put caution on the habits formed in the past few years as we are preparing for a future that may not include 20-30% spikes annually," said Stevens.

"Boating is such a great form of recreation for everyone in the family and we hope that the economic conditions stay on the same track as it has been for the last five to six years," said Wilson Marine's Schroeder. "All that being said, we are keeping a close watch on our financial indicators to ensure that we are able to react to a slow down as many of the industry experts predict."

The Metro Boat Show, the largest fall outdoor boat show in Michigan is coming September 13-16 to the Lake St. Clair Metropark. See hundreds of new and pre-owned boats of all shapes and sizes in water and on land. The show features accessories, marinas, storage, dockage, and much more. Features include live music, food trucks, beer tents, kids zone and more!

The Metro Boat Show is produced by the Michigan Boating Industries Association (MBIA). The Show, located at Lake St. Clair Metropark, will be held September 13-16. Hours: Thurs., Fri.: Noon – 7:30PM, Sat.: 11AM – 7:30PM and Sun.: 11AM – 6 PM. For more information, current promotions and contest information, visit [Metroboatshow.net](http://Metroboatshow.net). Admission: \$10 for adults, children 12 and under free with an adult. Parking is \$10 – or free to those with a Metroparks permit. General park information can be found at [metroparks.com](http://metroparks.com).

**The Metro Boat Show is sponsored by the Huron Clinton Metroparks and Great Lakes Scuttlebutt, the official publication of the Metro Boat Show.**

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***The Voice of Boating in Michigan***

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**The Michigan Boating Industries Association** is a non-profit trade association representing more than 350 marine businesses and serves as the voice for Michigan's \$7.4 billion marine industry. MBIA is dedicated to the advancement, promotion and protection of recreational boating in Michigan. For more information about the MBIA call 734.261.0123 or visit [www.mbia.org](http://www.mbia.org).

**Grand Pointe Marina** was established in 1968, celebrating over 50 years in business. The expansion to three locations has come with the enjoyment of employing over 40 full time employees. Selling new and used boats, servicing a wide variety of boats, motors, and trailer, and a large year-round storage facility is the core business for Grand Pointe Marina, offering a variety of top name brands in the boat business: Tracker, Yamaha jet boats, Monterey sport boats and cruisers, Grady-White, Ranger, Sun Tracker, Nautic Star, Nitro, Regency pontoons, Tahoe, Mako, Blackfin, and Fountain.

**SkipperBud's** started from humble beginnings in 1959 in LaCrosse, Wisconsin, started by 2 brothers, Harold (Bud) Pretasky and his brother Mike Pretasky, Sr. SkipperBud's is still owned by the Pretasky family. This family owned business has branched out quite a bit but serving boaters in the Mid-Western states is still its core specialty. In addition to the customer experience, 2nd generation owner, Mike Pretasky Jr. feels that the company's future growth and success is entirely dependent on the team we have assembled. SkipperBud's has demonstrated a commitment to customers and delivering the dream of the boating lifestyle. Through long term relationships with premium brands, SkipperBud's is working hard to open the door to boating and make it more fun for everyone.

**Wilson Marine** began in 1949. Next Year Wilson Marine will be celebrating 70 Years in the Marine Industry. They are a full-service Marine dealer providing sales of New and Used boats, Parts, Accessories and Service. They are recognized as a "Marine Industry 5 Star Certified Dealership." Wilson's technicians are some of the best regarded technicians in the industry. Some of the technicians have over 40 years of experience with a whole host of Manufacturer certifications including Yamaha's Master Technician certification, one of 6 in the State of Michigan.