



NEED A REASON TO DISCOVER BOATING?
Here are 10 Helpful Thought Starters

Spend quality time with family and friends. It may seem simple, but boating is an activity that connects people like no other – whether cruising across a lake with your closest friends or taking your children tubing – boating helps you forget the stress left behind on land and bond with family and friends.

Enjoy an affordable leisure activity. Seventy-four percent of boats on the water are owned by families with household incomes under \$100,000*. Many new entry-level models sell for around \$10,000 and financing options can get you on the water for as little as \$200/month.

Open a passport to great activities. Getting your first boat on the water is just the start of the fun. Whether you're interested in fishing, wakeboarding, waterskiing or just sightseeing, boating is a gateway to a myriad of exciting outdoor activities.

Find it's closer than you think. There are plenty of waterways ideal for boating across the country. In fact, 90 percent of Americans live within an hour's drive of navigable body of water perfect for boating*.

Unlock a lifelong passion. Nearly three-quarters of U.S. boaters today were introduced to the pastime as a child. Get the whole family involved and introduce your children to a recreational activity they can enjoy and share 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, satellite radio and plasma TVs, help 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 could mean big savings at tax time.

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 can be simplified on DiscoverBoating.com, an unbiased resource with helpful information to chart your course. A boater education course, offered locally by marinas, dealers and the U.S. Coast Guard, is also a great way for you and your passengers to learn the rules of the water before stepping aboard.

Make new friends. More than 59 million American adults went boating in 2007* -- it's an ideal way to meet other boaters passionate about their favorite leisure activity and ready to enjoy their time on the water. After all, the best days in a boater's life are every Saturday and Sunday.

For further boating information, contact Discover Boating's Kelly Kaylor at kkaylor@nmma.org.

About Discover Boating

Discover Boating is a national awareness campaign developed by the recreational boating industry and managed by the National Marine Manufacturers Association (NMMA.) Discover Boating programs focus on improving the boating experience and building interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle, while helping potential boaters experience why life is better with a boat. Each year approximately 59 million adults in the U.S. enjoy boating. To find out more, visit www.DiscoverBoating.com.

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* National Marine Manufacturers Association, 2007 Recreational Boating Statistical Abstract