

Trade

Exporting Opens Up World of Opportunity for U.S. Marine Businesses.

With more than 95% of the world's consumers located outside of the United States, exporting opens up a huge untapped market for U.S. marine businesses.

In 2017, exports increased 9.6% totaling \$1.7 billion in value.

Top Trading Partners:

Canada, Western Europe & Mexico



Aluminum tariffs negatively impact recreational boating in the U.S.

Marine manufacturers are already facing supply shortages from domestic mills and increased costs, plus trouble obtaining wide (72") aluminum sheets.



22,000 JOBS
SUPPORT U.S. ALUMINUM
MARINE MANUFACTURING



\$3 BILLION
IN U.S. SALES



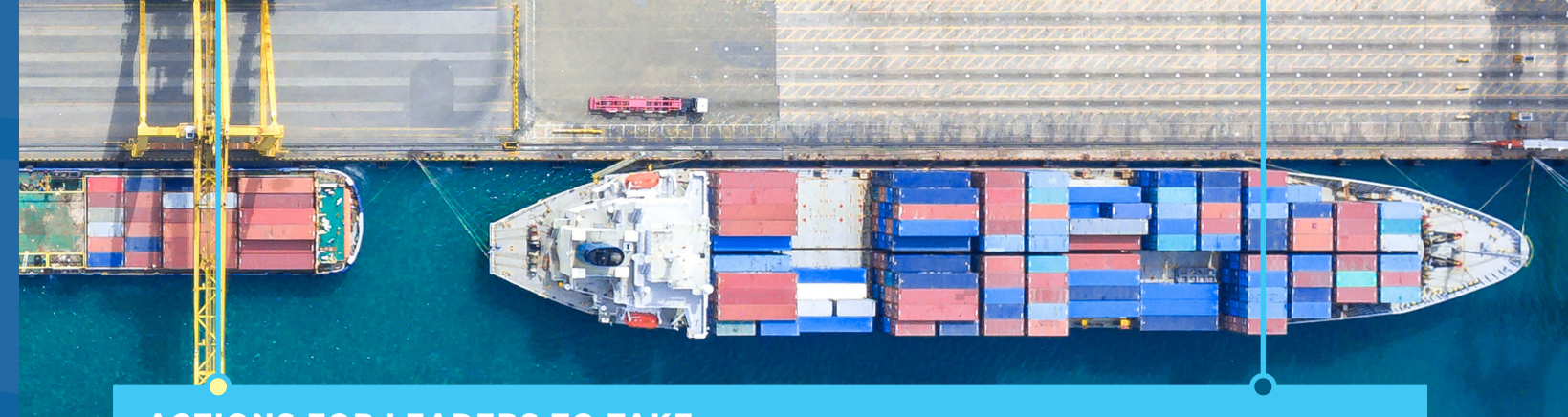
**111,000 ALUMINUM
POWERBOATS**
SOLD IN 2017 (43% OF THE MARKET)



205,000
BOAT TRAILER UNITS SOLD

THE INDUSTRY IS FACING A 1-2-3 PUNCH ON ALUMINUM TARIFFS.

President Trump's worldwide 10% tariff on aluminum, 60%+ in import tariffs as part of the DOC's investigation on Chinese aluminum sheet dumping plus 25% on other Chinese products, and retaliation on ALL boats from industry trading partners like the EU.



ACTIONS FOR LEADERS TO TAKE

- 1 Support the 22,000 aluminum marine manufacturing jobs by voicing your concern to the Department of Commerce on the downstream impacts aluminum tariffs will have on U.S. manufacturing industries.
- 2 Update but maintain a trilateral NAFTA that includes provisions for rules of origin, recognition of NMMA certification, regulatory coherence, and reduced technical barriers to trade.

NAFTA 2.0: A strong trilateral agreement is essential to the 35,000 marine manufacturing businesses in the U.S.

who have built their customer base and supply chain around free trade with Mexico and Canada.

- ▶ Canada is the top market for U.S. marine exports with \$500 million in FAS value, and Mexico ranks 3rd with \$107 million.
- ▶ NMMA asks for NAFTA negotiators to consider the following:
 - **RULES OF ORIGIN:** Calculate boat and engine packages by tariff shift rather than regional value content.
 - **TECHNICAL BARRIERS TO TRADE:** Recognize NMMA certification to eliminate duplicative conformity assessment procedures and harmonize technical standards.
 - **REGULATORY COHERENCE:** Provide a forum for trilateral engagement on good regulatory practices, interagency consultation and transparent decision making.