



icomia

# NEWS

## ICOMIA NEWSLETTER Vol 1 no 2 1978

### NOTES FROM THE PRESIDENT

One of the great lessons that I have learned from my travels in many parts of the world is that people everywhere are basically more alike than the average person would believe.

Nowhere is this more true than in the recreational boating business. To the man who does not own a boat, any type hull of 5 meters looks large and desirable. The man who owns a 5 meter thinks of how much more he could do if his was 8 meters long. So, too, does the man with the 8 meters dream of where he could go if he had 12 or 15 meters. And it continues on up the ladder.

This escalation upwards is an important factor in our selection of the Boating Family of the Year programme as the first ICOMIA boating promotion. It is an ideal way to attract young people to boating today so that, as they grow and buy their own first boat, they will continue up the ladder to bigger and bigger boats as statistics show that they will.

Push hard to get your customers involved in this. Think of the amount of publicity that will come to you if one of your customers is named as the Boating Family of the Year in your country. It is a great opportunity for you. Remember that people are all alike everywhere.

Armand A. Hauser  
President - ICOMIA

### THE MARKET IN THE USA

Statistics from the US National Association of Engine and Boat Manufacturers (NAEBM) show the huge size of the market in that country. The following may be of interest to exporters.

More than 50 million people participated in recreational boating in 1977 spending more than \$5.9 billion for retail purchase of boats, equipment, and related services.

Of all registered boats, the NAEBM said 64 percent are under 16 feet in length and another 33 percent are between 16 and 26ft. Another fact . . . the average horse power of outboard engines is 44.4 h.p.

If you wish to receive additional boating information statistics you can write directly to NAEBM, P.O. Box 5555, Grand Central Station New York, New York 10017.