



MarineLink™

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

MarineLink is an extensive resource that provides historical, current and forecast boat-builder production data for super yachts, motor yachts, sailboats, sports cruisers and other pleasure boats. The data identifies engine suppliers and boat builders, and reports installation information by engine model and specification.

MarineLink details include:

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



Power Systems Research

Powerful Possibilities™

MarineLink™



A powerful tool

MarineLink provides production details to evaluate market opportunities for future growth. The forecast data is developed utilizing Power System Research proven methodology that combines regional macro-economic factors and knowledge of the pleasure marine boat-building industry.

MarineLink enables you to:

- Create customized reports
- Determine the engine installation market size
- Project component requirements for boat-builders
- Evaluate trends in propulsion types & 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 Beneteau, Ferretti and Sunseeker. The data also includes engine suppliers including Mercruiser, MTU, Volvo Penta, Yanmar and others that together supply 90% of the market by unit volume.

An effective planning resource

MarineLink is an effective resource for developing successful strategies and plans. It provides in-depth analysis for identifying market opportunities, determining market share, analyzing production trends, bench-marking production processes, comparing original equipment manufacturer (OEM) model specifications and monitoring key competitors.

Fulfilling all your information and intelligence needs

Power Systems Research has been providing market intelligence for over 35 years. A comprehensive range of products and services is available to meet all of your planning needs.

Industry Databases

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

Syndicated Surveys

- MarketTracker™
- PowerTracker™
- TruckTracker™

Related Products & Services

- Competitive Intelligence Center™
- White papers
- Proprietary market studies
- Customer satisfaction surveys
- Strategic planning templates
- Cost structure
- Financial performance
- Mergers & acquisitions support
- Market pricing strategies & analyses
- Customer value model

Your long-term partner

When you engage the resources of Power Systems Research, we become one team – immediately. Because we are deeply involved in the industry on a daily basis – there is no learning curve. We have the resources to become an extension of your initiative, and this seamless collaboration produces useful, actionable results. Dependable customer support touches every aspect of our relationship. We bring a professional, passionate commitment to ensure your success every step of the way.

For more information about Power Systems Research, visit www.powersys.com.

