



Cruisers & Sport Boats



POSITIONING STATEMENT

For people looking to get the most out of their boating budget, Rinker is the full line of fiberglass boats that provide elegant precision, powerful performance and the most disciplined standard luxury features in the industry. Rinker boats are built by boaters, for boaters.

TARGET AUDIENCE

- 81% have a combined household income greater than \$100,000
- Typical owner (74%) is between the ages of 35 - 60
- 92% of Rinker consumers are male
- 45% of Rinker owners have children under the age of 18 living at home

BRAND DESCRIPTION

Since 1945, Rinker has been designing and building boats to fulfill the passions of even the most demanding boating enthusiasts. Rinker boats are regularly earning top honors from industry critics and peers alike. This reputation for excellence is no accident. Rinker boats are not just designed and tested by engineers, but by Rinker personnel and their families. The result? Boats with performance and features. Graceful styling, powerful performance, and more standard luxuries than what is provided by other boats. Rinker Boats — the boats built by passionate boaters with a passion for the open water.

DEALERS RECEIVE

- Flex Funds
- Generous Volume Discounts
- Boat Show Flyers, Catalogs, Video and Product Information Guides
- Boat Show Support
- Lead Generation & Management
- Limited Lifetime Warranty
- Award Winning Website
- National Advertising
- Market Intelligence
- National Public Relations
- Professional Photography

MARKETING SUPPORT

