

your **membership** matters

JOIN NMMA CANADA[®]

the **strength** of many
the **voice** of one

Mission

National Marine Manufacturers Association (NMMA) Canada is dedicated to creating, promoting and protecting an environment where members can achieve financial success through excellence in manufacturing, in selling, and in servicing their customers.

NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters in North America. In addition, some members produce magazines or provide other services such as financing and insurance to boaters and the industry. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle.

NMMA also produces boat shows, the industry's premier marketing tool, in key North American markets.



Membership Benefits

- Government relations advocacy for members from local through federal levels.
- Exhibitor space discount (10%-20%) at boat shows including Toronto and Miami International Boat Shows.
- Generic marketing and boating lifestyle promotion using programs such as Discover Boating.
- Collection, dissemination and analysis of industry data/statistics.
- Standards development, product certification and international marketing/promotion of Canadian recreational marine products.
- Industry updates through newsletters.
- Free access to the NMMA member roster and trade list services.
- Guide to successful public relations campaigns and dealing with the media.

Discover
BOATING





Testimonials

“NMMA Canada and its advocacy efforts are exactly what the industry needs in good and bad economic times. The government relations advocacy effort put forward on behalf of dealers and manufacturers on the floor plan issue is much appreciated and making sure our voice is heard in Ottawa where the decisions are made.”

– Brock Elliott, Champion Boats

“Thank you NMMA Canada for your work on the dealer floor plan financing issue. Having our industry voice heard in front of the House of Commons Finance Committee is our best chance at securing dealer financing.”

– Tom MacNair, Brunswick Corporation

“Having someone on staff full time dealing with government issues in Ottawa and at the provincial level is very important and valuable to our business success.”

– Bill Connor, Stanley Boats – Connor Industries

“We can try and contact government officials at Environment Canada on engine manufacturer issues on our own, however, the strength and power of a group of industry members lead by NMMA Canada has proven to gain us access to the key players and get our questions answered.”

– Christopher Goulder, Volvo Penta Canada

Our relationship with NMMA Canada offers us opportunities to meet key officials in Ottawa which turn into beneficial opportunities for the company. In addition, our member points secure us discounts and key exhibit space at shows.”

– Caroline Émond, BRP

“Having access to statistical data on sales is crucial to our business’ strategic planning.”

– Rick Layzell, Yamaha Motor Canada

We'd like to welcome you aboard. To become a member please visit www.nmma.ca or contact **Sara Anghel** at sanghel@nmma.org or **905.951.4048**

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