

In April 2020, at the onset of the COVID-19 pandemic, Vantage launched a new Marine Dealer wholesale portal - www.dealerinventoryexchange.com and “Reunited on the Water” campaign materials, **FREE to any dealer in the US and Canada**. At the time, we were all expecting that business would constrict due to the unknown economic toll that COVID-19 would have on the marine industry and potential fear of slow sales and high inventory levels. **FORTUNATELY, the opposite happened and boats and recreational products in general ended up in very high demand.** In other words, no one was looking to wholesale any inventory when retail sales were happening fast and furious. **Now, 7 months later**, the feedback from dealers is a valid concern about getting the boats that are needed to fulfill the **continued high consumer demand**. You may not want to offer any of your “bread and butter” boats to another dealer, but some dealers have heavy dollar trades and/or new 2020 models that are not moving in their particular market. **However, these boats may be a hot item in another market.** **The Dealer Inventory Exchange is a way to keep cash flowing in your dealership. Think of it as one large “inventory pool” to draw from when a specific boat is needed to for a certain customer, or you have a model that is just not selling in your market.**

Please see attachments for additional information on how to gain access to the dealer portal.

Why is it Free? Our team has over 300 years combined experience in the marine industry and simply want to be part of the solution that we are all facing right now. We care about the marine industry and all of our friends that are challenged in ways none of us have seen before. The future is still uncertain. **There are still plenty of buyers**, if we can effectively match them with the right boat. This is simply a resource to help accomplish this goal.

On a weekly basis, we will email out a list of boats that have been recently uploaded to the portal. You can also check anytime to see the complete listed inventory. The success or failure of this portal is up to the marine dealers that participate. Without the option to source inventory through other dealers, the automobile industry would not be able fulfill demand. We believe this is missing in the marine industry and a necessary tool for future growth.

“The Marine Industry is Changing, Are You Changing With It”

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